SOUTHERN AUTOMOTIVE OURNAL

PASS IT ONI
OWNER
GEN. MGR.
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FOREMAN
SHOP
October, 1951

Speedway winners **PROVE**

Superior performance of NURLIZING!



Perfect Circle's Exclusivethod of Resurfacing Pistons for Closer Fit (Better Lubrication

At Indianapolis, a new speecord – First, second, third and fourth-place cars wquipped with Nurlized pistons and P.C. rings!

At Milwaukee, a new dirt-h record - And the first nine cars to finish had Nurlizistons and P.C. rings.

In 1950's AAA Roces—Nine of the eleven championship races were won by cars whiere similarly equipped!

Only Perfect Circle Nurlixing Give These Six Advantages:

- Increases piston diameter to exacetermined size quickly, accurately, permanently.
- 2. Permits closer fit without dangeruffing or scoring.
- 3. Eliminates piston slap, stabilizes and increases ring life.
- Interrupted surface assures adequation—longer piston life.
- 5. Is equally effective on new or used on or aluminum pistons.
- 6. Enables dealers and Doctors of Mito do a better overhaul at a lower price.

Perfect Circle

NURLIZNG

NEW LIFE FOR OLD PISTONS ... LONGER FOR NEW PISTONS

sells fabelts!

"I'm Ty Abel, owner of Ty Abel Super !" rvice at Wayzata, Minnesota. We've doub tour belt sales since we changed over to lickee-Atwood Factory Fresh V-Belts last May.

"Things began to happen right after we put up those good-looking sealed packages. Customers noticed them and asked about them. But what surprised me was that all of us got belt-conscious. When a car in, up would go the hood for a bel heck-up. This routine inspection now sells better th a belt a day. Those Factory Fresh packages just keep reminding us that we're in the belt business."



This is a typical Fectory! success story. You, too, can have the cleanest, freshestk of belts in town with Durkee-Atwood Factory Fresh Va, in the plastic-sealed package

that protects and guarantees quality, provides complete specifications and handy cross-reference listings for your convenience in making installations. The Durkee-Atwood changeover program even provides a "beauty-treatment" for your old belt stocks. For complete details, fill in and mail the coupon at the bottom of the page!

Mail thioupon today!

Durkee-Atwood Co.1. SA 10, Minneapolis 13, Minn. Gentlemen: I'm interbout your Sectory Fresh V-Belt pro-business. Tell me m for me.

Name

Firm.

Address City

State

DURKEE-ATWOOD COMPANY

IT'S FORM-A-GASKET

for Geal-ability

n-A-Gasket No. 1,
Tho: t Drying Paste ... Hard Setting

orm-A-Gasket No. 2, Non-Hardening Paste...Stays Pliable

Aviation Form-A-Gasket No. 3, Brushable...Remains Tacky

If It's Assembled With Form-A-Gasket, It's Leakproof!





PERMATE)

PERMATEX COMPANY, INC., BROOKLYN 35, N. Y.

Check the DANGER Z

Carbon Monoxide Through Steering Wheel Opening Carbon Monoxide Through Trunk Compartment

Carbon Monoxide Through Panel Carbon Monoxide Through Foot Pedal

Carbon Monoxide Through

Seat Mountings

Openings

Carbon Monoxide Through Door Panel

Through Floor Board

1 OUT OF 4 CARS ON YOUR

NEEDS MUFFLERS AND PIPES When You're Under

CCORD Individually Engineered MUFFLERS

SOUTHERN AUTOMOTIVE JOURNAL is published monably by W. R. C. Smith Publishing Co., Marietta, Ga., and Atlanta, Ga., U. S. A. Subscription rates, United States and Passessions, \$2.00 for one year; Canada and Foreign Countries, \$18.06 per year.

Entered as second class matter at the Past Office, Marietta, Ga., under Ast of March 3, 1879.

Volume 31

Number 10

ENOUGH OIL-BUT TOO SLOW!

Thousands of Engines JUNKED Every Year Because of Needless

START-UP WEAR



NATION'S No.1 ADDITIVE

• It's good business to warn your customers about deadly start-up wear.

As you know, finest motor oil is heavy and sticky when cold-must warm up to engine operating temperature before it lubricates efficiently. Until then, metal can scrape against metal with dangerous results.

Casite, however, makes that slow oil fast -speeds the flow of No. 20 oil 29% at 70° F. more when the engine is colder. Yet as the engine warms up, oil returns to normal-range viscosity. Casite sees that enough oil gets to the right places at the right time-to give long and economical engine life.

Talk Casite to your customers. Mention it with every oil or gasoline sale. Make it a habit to top off every repair job with Casite -your customers will be glad you did.

CASITE DIVISION - HASTINGS MANUFACTURING COMPANY, HASTINGS, MICHIGAN CASITE . DROUT . PISTON RINGS . SPARK PLUGS . OIL FILTERS

BETTER AND SMOOTHER PERFORMANCE

DOUBLE-YOUR-MONEY-BACK



Electric...and now

IMP

for automotive

3 ELECTRIC sizes up to 114" capacity

Ingersoll-Rand Impactools easily give 25% mcre flat rate hours per day. This means that a sltop owner by investing only in Impactools can profit by . . . increased customerlabor sales . . . increased parts sales . . . faster service . . . and higher shop morale. It also means increased earnings for flat rate mechanics.

Use only One Multi-purpose 9-R Porpacial for NUT NUNNING... BRILLING... REAMING...

AIR (the only complete line) ACTOOLS



5 AIR sizes up to 11/2" capacity

Ingersoll-Rand ORIGINATOR OF IMPACTOOLS—air and electric

Ingersoll-Rand electric Impactools . . . the standard

TAPPING... SCREW DRIVING... HOLE SAWING... STUD BRIVING... EXTRACTING BROKEN STUDS... WIRE BRUSHING... WOOD BORING... MASONRY DRILLING

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1951

in the automotive service industry.

5

LOOK AT THIS CA MARKET

18 Million car owners are pre-sold on Moraine Engine Bearings

More than 18 million car and truck owners—nearly half the owners of all registered vehicles—are pre-sold prospects for Moraine Engine Bearings... original equipment on all General Motors cars and trucks. Owners are pre-sold because they know they can depend on Moraine bearings for better performance for a longer time.

IF YOU THINK THAT'S GOOD

LOOK AT THIS!

New and different DUREX-100

THE BEARING HIGH COMPRESSION DEMANDED

Original Equipment on Cadillac, Buick, Oldsmabile, GMC, and other leading makes of cars and trucks

Today's high-speed, higher-compression engines call for an entirely new kind of engine bearing. DUREX-100 is that bearing . . . a bearing tough enough to withstand the tremendously increased loads imposed by today's stepped-up requirements. The addition of DUREX-100 to the full Moraine Original Equipment Bearing Line adds owners of high-compression engine cars to your list of pre-sold replacement prospects.

MORAINE PRODUCTS

DIVISION OF
GENERAL MOTORS
DAYTON, OHIO



A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

The new Moraine Market is even bigger

Moraine now makes available replacement bearings for other makes of cars and trucks. You can stock Moraine Engine Bearings and supply top-quality replacements for most of the 35 to 40 million vehicles on the road.



THE MATRIX MAKES THE DIFFERENCE

Steel-backed middle layer (or matrix) of porous copper-nickel bonds mechanically and metallurgically with habbit overlay to give increased embedability and greater resistance to fatigue.

8 ways better!

- Greater Resistance to
 Fatique
- 2. Increased Load Capacity
- 3. Greater Conformability
- 4. Better Embedability
- 5. Stronger Bond
- 6. Greater Resistance to Scoring
- 7. Greater Resistance to Corrosion
- 8. More Durability

Don't Overbuy or Underbuy

on Hose for Winter Servicing

Here's the way to estimate - how much you will need -

If you buy this amount of Anti-Freeze	You should sell this much hose (Based on average consumer list prices)		
	Radiator Hose	Car Heater Hose	Total
1 case of 24 qts. (6 gals.)	\$ 9.00	\$ 4.80	\$ 13.80
5 cases (qts. or gals.)	45.00	24.00	69.00
54 gallon drum	81.00	43.20	124.20
100 gallons	150.00	80.00	230.00
200 gallons	300.00	160.00	460.00
500 gallons	750.00	400.00	1,150.00
	this amount of Anti-Freeze 1 case of 24 qts. (6 gals.) 5 cases (qts. or gals.) 54 gallon drum 100 gallons 200 gallons	this amount of Anti-Freeze Radiator Hose 1 case of 24 qts. (6 gals.) \$ 9.00 5 cases (qts. or gals.) 45.00 54 gallon drum 8 1.00 100 gallons 150.00 200 gallons 300.00	1 case of 24 qts. (6 gals.) \$ 9.00 \$ 4.80 5 cases (qts. or gals.) \$ 45.00 \$ 24.00 54 gallon drum \$ 1.00 \$ 43.20 100 gallons \$ 150.00 \$ 80.00 200 gallons 300.00 \$ 160.00

Your Thermaid jobber can recommend proper stack assortment

This table is based on average, car usage of anti-freeze, radiator and hawler hese. If it is reliable guide for aggressive car dealers, apair shops, and service stations.

Replace radiator and heater hoses, when you put in anti-freeze. This way, you keep your customers out of trouble and get extra profits from winter servicing.

Stock up *now* with enough hose to see you through the winter. Make it Thermoid Hose! Thermoid Hose will not crack or collapse... provides greatest resistance to heat and anti-freeze solutions. Thermoid Hose is original equipment on leading cars.

Thermoid Company * Trenton, New Jersey



the standard of precision processing in brake lining, brake blocks, hydraulic fluid, cylinder assemblies, hydraulic hrake parts.

Thermoid Company . Trenton. New Jersey

Radiator Hose

For light and heavy duty service. Clearly

duty service. Clearly marked every ½ inch for easy measuring.



Assortment of six pieces covers 85% of all cars and light trucks.



Curved
"CustomTailored"

For each make and model.



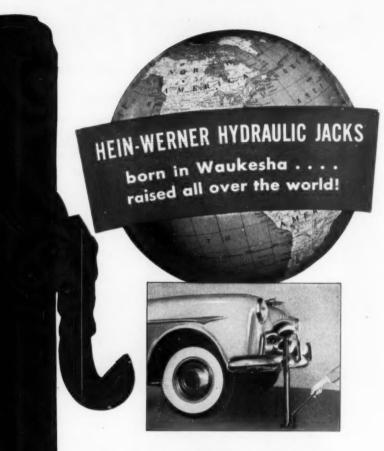
Redi-Curv

For hard-to-fit connections. Flexible as a spring.

Car Heater Hose



Rugged construction. Withstands kinking and collapse. Resists action of hot water and anti-freeze solutions. Marked every six inches for easy measuring.



From Waukesha to Weehawken, Wenatchee or wherever you name — Hein-Werner Hydraulic Jacks safely raise a vehicle when a tire needs to be changed.

Every new car owner, and millions who have purchased cars in recent years should have a Hein-Werner Bumper-Lift Hydraulic Jack. "Knuckle-Joint-Hook," which is an exclusive H-W feature, grips the bumper like a hand.

Model V-120, illustrated, accommodates even lowest built cars . . . Raises to extreme high of $31\frac{1}{8}$ " Capacity $1\frac{1}{2}$ tons.

Ask your jobber, or write us for details

Hein-Werner

HEIN-WERNER CORPORATION . WAUKESHA, WIS.

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1951



famous X-Plus oil ring that controls oil and meters it for proper lubrication. Stops blow-by and power loss. Try a set of Moog #5-566 on that next Pontiac re-ring job and eliminate costly comebacks.

Order from your jobber or write us for name of nearest Moog distributor.

MOOG PISTON RING CO. ST. LOUIS 14, MO.

Division: MOOG INDUSTRIES, INC.







Service sales come a lot easier when you use SUN Scientific Testers to show customers the need for repairs. With SUN Master Motor Testers you can show them what needs to be done and give them accurate estimates. A SUN Test of completed jobs assures you and your customers that each job is done right. That means customer goodwill that pays off for years to come. SUN's "Dollars from Diagnosis" Booklet shows how to make your business more efficient, more profitable. Write for your complimentary copy TODAY

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CERTIFIED

PARTS

Perfection Products include:

Silent Timing Geers, Metel Timing Gears, Silent Timing Chains, Specket Gers, Transmission Geers and Parts, Differential Rigo Gears and Pinions, Differential Cases and Parts, Fly Wheel Geers, Clutch Flates, Prassure Piales, Clutch Caver Assembly Parts, Clutch Forks and Parts, Clutch Throwout Bearings, Clutch Rebuilders You—and your customers—gain when you install PERFECTION Certified Replacement Parts.

These high quality products are made especially for replacement needs. Every step of manufacture is a matter of precision workmanship to achieve "pre-fitted" uniformity, ease of installation, and long dependable service. Yes, you can stake your reputation on PERFECTION.

There is a PERFECTION jobber near you. He carries a representative stock of these quality parts and is prepared to render prompt, efficient, friendly service. If you do not know his name, write us.

Perfection Gear Company, Harvey, Ill.



SAYS P. J. FITZGERALD

Metallic Aluminum-GASKETS***

Gaskets are as vital to a car as gasoline...and a gasket failure can be far more costly than running out of gas. That's why it pays, when you install new gaskets, to use Fitzgerald Metallic Aluminum-Fused-Oxide Steel Asbestos Gaskets*.

Designed and ruggedly built to withstand the extreme pressures and heat developed by modern high compression engines, they have proven their ability to give unfailing performance under all sorts of operating conditions.

Since 1906 Fitzgerald has stood for progress in gaskets. Distributed exclusively abroad by the world's largest manufacturer of automobiles.

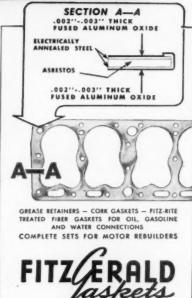
*Service Mark Registration Pending

Alyguds President

THE FITZGERALD MANUFACTURING CO.

CANADIAN FITZGERALD, LTD.

TORONTO, CANADA



Torrington, Connecticut
BRANCH AND WAREHOUSE
LOS ANGELES, CALIFORNIA



Out in Front In the Sout

tor Manufacturers and Jobbers!















































IT'S EASY to understand why Hirsig Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig organization is all that is necessary. . . .

AUTOMOTIVE EXPERIENCE · · · Hirsig Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

SMALL TERRITORIES ... Hirsig men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 17 Southern cities, information brought to customers on Hirsig lines is timely and complete.

CAREFUL PLANNING . . . The work of the Hirsig men in the field is planned and directed from Headquarters by men with long and successful experience in the automo-

tive field. A fully staffed home office promptly handles the necessary details as required by an efficient sales organization.



3900 N. W. 7th Avenue MIAMI 37, FLORIDA PHONE: 84-5517

Now, for the first time in Florida, there's a Black & Deckerowned-and-operated Service Branch ready to provide fast, expert service for users of Black & Decker, Van Dorn, Home-Utility and Lectro-Saw portable electric tools!

This new, modern Black & Decker Miami Branch means greater convenience for Florida customers-and highest quality service from factory-trained expert mechanics using only genuine replacement parts. Like every one of 30 Black & Decker Service Branches in the United States and Canada, it provides the service "follow-through" that helps make B&D products the best buys in the business!

BRING OR SHIP TOOLS NEEDING REPAIR TO YOUR NEAREST BAD SERVICE BRANCH



brings FACTORY SERVICE FLORIDA

The COMPLETE Electric Tool Line . .







































QUAKER STATE

SUPERFINE LUBRICANTS



Made to withstand

· The performance of any gear lubricant is strictly a "sight-unseen" proposition. Your customers can't see the job the lubricant does. Chances are, too, that they won't hear or feel the results of inadequate lubrication protection until wear has become excessive and repairs necessary. So the safest bet is to sell a gear lubricant like Quaker State Stabilized Quadrolube and rest assured you've sold the best.

The outstanding virtue of Stabilized Quaker State Quadrolube is its stubborn resistance to pressure, heat, cold, moisture, rust, and corrosion. It will give more protection and last longer in the transmission and differential systems of your customers' cars.

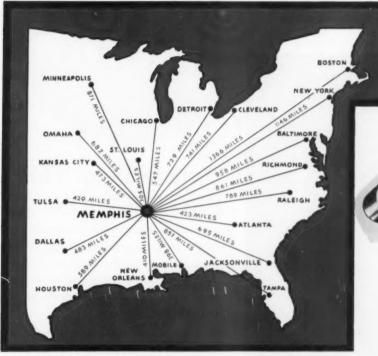
It pays to give your customers the extra protection of complete Quaker State lubrication service.

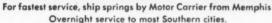
A COMPLETE LINE OF FINEST QUALITY LUBRICANTS

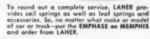
- · Quaker State Super Quadrolube
- · Quaker State Viscous Lubricant
- Quaker State Wheel Bearing Lubricant
- Ouaker State EXPP2 Lubricant
- · Quaker State Universal Joint Lubricant
- · Quaker State Waterproof Lubricant Quaker State Quadrolube
- Quaker State Quadromatic Automatic Transmission Fluid Type A

WHEN BUYING SPRINGS— put the EMPHASE on MEMPHIS

UGE STOCKS of replacement springs for all automobiles and trucks, as well as overload springs and original equipment springs for trucks and trailers, made as only LAHER makes springs, are carried by LAHER plants throughout the nation. Automotive jobbers and distributors in the South, the Midwest and the East can help their garages and spring shops step up their volume, if they put the EMPHASE on MEMPHIS when they order springs. When these dealers note the uniformly fine temper LAHER obtains through critically accurate, electrically controlled heat treatment; the fine craftsmanship, coupled with speedy delivery—they will always want you to put the EMPHASE on MEMPHIS.









MANUFACTURED BY LAHER SPRING & TIRE CORP.

EASTERN HEADQUARTERS • 2131 LOCUST STREET • ST. LOUIS, MISSOURI SOUTHERN HEADQUARTERS • 300 MADISON AVE. • MEMPHIS, TENNESSEE

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San Francisco · Los Angeles

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Sucramento - Seattle - Portland

Spokane · Salt Lake City



Owners Want This PROTECTION

Standard factory equipment on Buick—factory-installed accessory on Oldsmobile and Cadillac—factory-approved for field installation on Chevrolet—that's why a big-volume replacement market is bringing profits to dealers who sell AC Aluvac Oil Filter Elements.

There are AC Aluvac Elements for nearly all filters. It's the fastest growing filter line.



AC AIR CLEANERS AND ELEMENTS

AC Aluvac Oil Filter Element

AC Air Cleaners used as equipment by 80% of car manufacturers.



AC SPEEDOMETER
CABLE-CASING
ASSEMBLIES

Also tailor-made cables, or bulk cable and casing, with parts.



America's First and Finest Fuel Pumps

Nine out of ten cars and trucks now in service were factory-equipped with AC's, making them America's most popular replacement pumps. 40,000,000 are in daily use. Are you cashing in on this big sales advantage?

AC SPARK PLUG DIVISION . GENERAL MOTORS CORPORATION

CORALOX Sells More AC Spark Plugs

Owners want the spark plugs that make their engines run best. That means AC Spark Plugs, with patented CORALOX Insulator. CORALOX greatly resists fouling; oxide coating; failure due to heat shock; misfiring at any engine temperature. That's why almost as many new cars are equipped with AC Spark Plugs as with all other makes combined—and why more and more owners want AC's for replacement.



AC FLEXIBLE GASOLINE AND OIL LINES

Also Make-up Kit, complete with 12 feet of hose and variety of fittings.



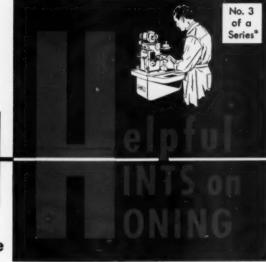


GASOLINE STRAINERS

Packed in Counter Merchandiser for display and easier sales.

Using It Right Gets Best Performance

from Your



SUNNEN Honing Machine

You'll save much time and work — and get more and better honing jobs out of every mandrel and stone if you follow these tips.

- Reverse the Work turn it end for end occasionally. This eliminates taper, helps keep stone and mandrel guide shoes in proper relationship, helps you turn out better jobs faster.
- Use Wedge Shim. When mandrel guide shoes and stone are pretty well worn, the shim helps you get maximum possible life



Use Work Support for rods and spindle bodies to absorb honing torque and prevent "cocking." Stones last longer, accuracy is easier to hold.



Check Foot Pedal Adjustment. Crank arm must contact stop pin before foot pedal touches floor to assure proper stone expansion.

These and many other helpful ideas are covered in this new, free booklet.

Sunnen Products

Bushing Grinders • Cylinder Grinders • Crankshaft Grinders • Bearing Sizers • Rod Aligners • Service Tools

from mandrel and stone.

Get your free copy from your Sunnen

Jobber or

write direct.

*This series of advertisements is designed to help

users of Sunnen

and manpower.

equipment



SUNNEN PRODUCTS COMPANY

7913 Manchester Ave., St. Louis 17, Missouri

Canadian Factory: Chatham, Ontario



Here's Why-The new

... outlasts other

NOW EXIDE GIVES YOU AN OPPORTUNITY TO BOOST YOUR BATTERY BUSINESS:

A SENSATIONAL NEW BATTERY WITH REVOLUTIONARY NEW FEATURES THAT GIVE IT AMAZINGLY LONGER LIFE!

So startling are the results of continuing tests that we hesitate to predict just how long this remarkable new battery will last. But barring

accident or downright neglect, the owner of an ULTRA START will not have to buy another battery for a long, long time!



WHEN IT'S AN EXIDE YOU START

EXIDE ULTRA START automobile batteries

THESE EXCLUSIVE FEATURES MAKE <u>ULTRA START</u> THE BATTERY THAT EVERY THINKING MOTORIST WILL WANT IN HIS CAR!

SILVIUM THE CORROSION-RESISTANT GRID ALLOY!



SILVIUM is Exide's newly developed alloy of silver, lead, and other components. SILVIUM defeats a battery's most destructive enemy—grid corrosion caused by overcharging, which accounts for 60% of all battery fail-

ures. Corroding tests of SILVIUM grids show a life span more than double that of ordinary grids!

ACTIVE MATERIAL NEW FORMULAS



The power capacity of a battery depends largely upon the active material in the plates. The ACTIVE MATERIAL in the ULTRA START is an entirely new formula, developed by Exide after exhaustive electro-

chemical research. So effective is the new active material of the ULTRA START that it is possible to take full advantage of the benefits of an acid solution of lower specific gravity (1.260 full charge).

PORMAX PRACTICALLY INDESTRUCTIBLE SEPARATORS!



PORMAX is a plastic separator... extremely resistant to heat and acid... flexible and tough. It has many times the life of separators used in ordinary batteries. In fact, under comprehensive testing, one set of

42 PORMAX separators gave results equivalent to approximately eight years of service in an automobile! And, because PORMAX is extremely porous and has low internal resistance, it increases cold-weather starting ability!

PLUS THESE OTHER OUTSTANDING ULTRA START FEATURES:

VITREX RETAINERS—a glass-plastic composition • ELEMENT PROTECTOR—guards each element from physical damage • Plastic Connector Shields—eliminate danger of shorting battery by metal objects laid on top • Plastic Vent Caps—a new type which prevents loss of electrolyte • Improved Sealing Compound—seals battery elements firmly in place; stays tight in high or low temperatures • Shock Resistant Container—ruggedly built, strongly reinforced; has great mechanical strength.

NATIONAL ADVERTISING SUPPORTS YOUR SALES OF ULTRA START!

ULTRA START is the biggest news in storage battery history! The story is being told to car owners in your own neighborhood by hard-hitting advertising in such sales-making magazines as The SATURDAY EVENING POST, LIFE, COLLIER'S, TIME, COUNTRY GENTLEMAN, and FARM JOURNAL. These publications have a combined circulation of more than 61,437,000 readers!

Your customers will want the ULTRA START—the battery that's built to last longer. Be ready to supply them.

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 2 Exide Batteries of Casada, Limited, Tarasto

"EXIDE", "PORMAX" and "VITREX" Reg. Trade-marks U.S. Pat. Off. "ULTRA START"—T.M. Reg. applied for.

Order ULTRA START batteries from your Exide Distributor today.



of new car customers returning to you for service?



This Birmingham, Alabama Oldsmobile dealer saw its percentage of new car customers returning for service jump from 40 to 80%! The reason? Adoption and use of Alemite's 30,000 Mile Guarantee—an exclusive Alemite "Magnet Plan" feature. So successful has been this plan in attracting more prospects more often, that service work and unit lubrication sales have also showed substantial increases since its adoption.



THE ALEMITE "MAGNET PLAN" will show you how!

Alemite "Magnet-Plan" Services Only Alemite Gives You All 11— Fully Tested, Fully Proved!

- Counsel and concrete assistance from one of the 300 Alemite Service Promotion Specialists.
- Powerful Alemite National Advertising—year after year—pre-selling lubrication prospects for you.
- 3, "Business Expander" follow-up systems.
- 4. "Prescribed Lubrication" program.
- 5. Sales-building seasonal campaigns.
- "Gusher Plan"... to build motor oil sales at the service bay.
- "Sales and Service Security Plan" including the 30,000-mile guarantee for new and used cars and trucks up to 1 ton.
- Monthly Analysis Sheets, to prove increased service sales.

Alemite Equipment for—

- Specialized Lubrication Service.
 Electronic Wheel Balancing Service.
- 11. Underbody Coating Service.

• No secret formula, the Alemite "Magnet Plan" employs the good common sales-sense of not stopping with the sale of a \$1.50 grease job.. but going far beyond it to the sale of profitable parts and service business in every department. Your grease rack is the customer-attracting "Magnet." To give it maximum "pulling power" Alemite provides you with the ideas and services that will help you build more regular business and produce more repeat business year after year. Find out how well these exclusive Alemite "Magnet Plan" features fit your needs, your operation. Call your Alemite Distributor or write Alemite, 1826 Diversey Pkwy, Chicago 14. Ill.





This ON COUNTER DISPLAY
fits ANY make, ANY model car
with Trico's New Premium Blades



On 12 million television screens, Trico is showing how the new Triple Actions for flat 'shields and the new Rambows for curved 'shields float, flow and hum the alrea for hexter describe vision

This low-cost "eye-opener" counter display package cashes in on the biggest wiper blade promotion in history. Order it...

D-101... from your jobber, put up the window signs and acceamers furnished with it.

... and WATCH NOW FAST THESE NEW BLADES SELL!

ONE BLADE FITS ALL 4__ NO ADAPTORS!



Windshield Wipers

Trico Products, Corporation, Suitate 3, N. Y.

For the cleanest wipe ever seen

75¢ list
...tor flat
windshields

Trico

Rainbow

\$1.50 list

... for curved windshields

CONVERSATION or VISIBLE PROOF

Which Will Bring YOU
More Oil Filter Profits
2





Double your filter service volume . . . a
WIX Director is equivalent to an extra
man at your numb!



Today, with modern Heavy Duty Oils in the picture, you're as out-of-date judging the condition of motor oil by the dipstick or on a piece of paper as you'd be trying to sell gasoline from a barrel!

Only with the WIX Dirtector can you accurately show the condition of your customer's motor oil. Whether light or dark—clear clean or dirty—the WIX Dirtector gives both you and the motorist the TRUE answer!

Thousands of WIX dealers are cashing in on this modern "Engineered Selling" tool. It is so important to sales and profits in oil and oil filter cartridges, that every service station should have a WIX Dirtector at every pump!

WIX, and only WIX offers you the WIX Director. Contact your nearby WIX distributor for full information. If your Jobber doesn't have WIX, write us today.



OIL FILTERS . CARTRIDGES

WIX ACCESSORIES CORP. GASTONIA, N. C.

CANADIAN FACTORY: WIX ACCESSORIES CORP. LTD., 11 Webesh Ave., Toronto 3, Ont.



Get Fast – Factory Finish on Valves and Seats



PRECISION

SIOUX WET VALVE FACE GRINDING MACHINE

More Dollar Value Than Ever Before

Wet Grinding eliminates heat and distortion, producing finest finish and factory precision. Wet Grinds Valves, Valve Ends, Tappets and Rocker Arms.

SIOUX PERFECTED DUAL ACTION

Valve Seat Grinder with Ball Bearing Holder

Precision work in fast time with almost unbelievable speed is made possible by this valve seat grinder. Perfected dual action provides a controlled fine vibration for grinding accuracy and dispersion of cuttings—wheel mounted for full valve seat contact. Uniform finish all they way round is assured.



Sold only through authorized SIOUX Distributors

STANDARD THE



WORLD OVER

only **MORLD** solves so many



Prescribed Friction Sets... full molded, highest quality segments engineered for each type of car and truck brake. Long life, dependable performance, easy installation.



Grid Lock Top Quality Wire-Back Molded Sets manufactured to exact specifications for all popular passenger can, light and medium trucks. A must for complete brake service.



Sets for Bonding . . . Prescribed Friction and Grid Lock Sets packaged as undrilled, unchamfered segments to be used with World Bestos' exclusive new Pyrobond Film. Unexcelled bonding results for passenger cars and trucks



Truck Blocks . . . $92^{\prime\prime\prime}$ thickness and over. In a selection of compounds, Medium, Medium High and Medium Low frictions . . . and in combinations to meet heavy-duty conditions quietly and with a minimum of fade and drum wear.



Truck Group Blocks . . . Undrilled, heavy-duty segments in a variety of sizes that will service thousands of different models of trucks and buses back to 1933. High or Medium friction . . . dependable performance guaranteed.



Rolls and Slab Stock . . . Complete line of woven and molded rolls, slab and sheet stock, including Wire-Back, supplied in standard lengths, widths and thicknesses.

BESTOSbrake lining problems

The same engineering skill and resources that produced the sensational Non-Fading RED BLOCK for heavy duty trucks... and the Noise-Proof GREEN BLOCK for buses... assures superior quality, extra performance in the complete World Bestos line!

World Bestos brake lining and blocks are engineered for the very qualities that build customer satisfaction and repeat business for you . . . smoother, faster stops . . . quiet, dependable action . . . longer wear with fewer adjustments and lower upkeep.

Designed specifically for each type of vehicle, for every operating condition . . . millions of on-the-job miles have proved World Bestos unsurpassed for dependable, profitable brake service!



Red Block . . . High Friction, Guaranteed No-Fade (Heat of Water) "J" Combination Block Sets for heavy-duty trucks and trailers in extremely severe service. Eliminates glozing and heat checking of drums.



Green Block... Guaranteed Noise-Proof, Long-wearing, No Fade "U" Combination Block Sets for buses give long mileage. Eliminate glazing and heat checking of drums.



For full information on World Bestos' Complete line of Brake Linings, Brake Blocks and Clutch Facings see your Jobber . . . or write direct to WORLD BESTOS, New Castle, Indiana.

WORLD BESTOS

WB



was my face red

...when Bill Jones just beat the train to the crossing!

"Bill is a cautious driver—isn't in the habit of trying to beat the train to the crossing. But this day he had to! Just after I re-lined his brakes, too! You see, when he saw the wigwag, he slammed on his brakes and nothing happened. Oil on the brake lining! So he gave her the gun and just made it! Naturally that taught me a lesson. From now on it's new oil seals on every re-lining job, just like the brake lining people recommend. My customers realize it's cheap insurance against brake failure."



Install a <u>new</u> oil seal whenever you take one out!

- CAR MANUFACTURERS RECOMMEND IT





NATIONAL MOTOR BEARING CO., INC.

General Offices: Redwood City, Calif.
Plants: Redwood City, Calif.; Van Wert, Ohio

Handy cabinet at no cost with fast-selling assortment

Experience shows that it is very difficult to remove an oil seal without damaging it beyond further safe use. Keep an assortment of National Oil Seals handy so you can put in a new seal every time you take one out. National has two assortments available; one contains front wheel seals only and the other both front and rear wheel seals for the most popular cars. Every seal is a fast-selling number. You get the cabinet at no cost when you buy the initial assortment. See your jobber about it now.

2290



"I proved to myself that there's

50% MORE PROFIT

Nokorode"

UNDERCAR SEALER AND SILENCER

"Concentrated Lion Nokorode gives me 50% more profit on each drum!"

Most ordinary undercoatings have a big percentage of solvent. When sprayed $1/8^\circ$ thick they dry about $1/16^\circ$ thick. Lion Nokorode sprays $1/16^\circ$ thick—dries about $1/16^\circ$ thick. Result: you do 50% more cars per drum! Yet Nokorode costs no more.

"Lion Nokorode is easier, quicker to apply—saves labor costs!"

Nokorode is uniform for smooth application. It's homogenized—won't clog guns. That means you do more jobs at less labor cost. It's naturally black—no useless coloring added.

Made and Guaranteed by

LION OIL COMPANY

EL DORADO, ARKANSAS







"I clipped this coupon for full details on Lion Nokorode's profit plan!"

LION OIL COMPANY, El Dorado, Arkansas Please send me complete details on how I can increase my undercoating profits with Lion Nokorode

Undercar Sealer and S		
Name		
Street		
City	State	
Brand of undercoating	I am using now, if any	

LET

THE PEOPLE'S

CHAMPION

CHOICE BE YOUR CHOICE

STOCK and SELL

CHAMPION

First in Replacement Sales For Over 25 Straight Years!

BE A CHAMPION DEALER IT PAYS!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over ABC network

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1951

3

SELF-CONTROL STARTS HERE



AND TO RESTORE ENGINE PERFORMANCE

OIL-CONTROL STARTS HERE

To stop oil-pumping, replace worn engine bearings

An oil-pumper, with dirty exhaust smoke, is a nuisance in the public eye, as well as a pain in the owner's pocketbook!

Tell your customers the facts about oilpumping, caused by worn main and connecting rod bearings. They let excess oil reach combustion chambers, where it burns to performance-stealing carbon on pistons, rings, valves and spark plugs. Performance goes up in smoke! Give new piston rings a chance to do their own job—always replace worn bearings, too. Federal-Mogul is the best-known brand of replacement engine bearings. They're engineered for the job of oil-control!

FEDERAL-MOGUL SERVICE

(Division of Federal-Magul Corporation)
DETROIT 13, MICHIGAN

control oil-pumping where it starts-REPLACE WITH

FEDERAL-MOGUL



BEARINGS

You can get more Brake Work when you sell



Raybestos PG Brake Lining Sets last longer on today's vehicles, make faster stops in today's traffic. They are selected from linings made by 7 different processes. They are proving ground tested and factory-packaged in the right combination for each make and model of vehicle.

PG Ray-BOND for bonding

PG drilled for riveting



NEW BATTERIES Willard

Heavy Duty De Luxe

THE MOST POWERFUL BATTERIES AND THE BIGGEST VALUES YOU CAN OFFER AT POPULAR PRICES TODAY!

UP TO 56%

MORE STARTING
POWER AT ZERO!

NEW SEALING COMPOUND

-Stands more heat, Stands more cold!



NEW CONTAINER
-STRENGTH

where strength is needed most!

GROUP 1

100 Ampere Hour Capacity Fits the following cars—

Chevrolet Crosley Dodge Kaiser Nash Olds ('49-'50 —6 cyl.) Plymouth Studebaker Willys

THERE'S A SIZE FOR ALL



GROUP 2

115 Ampere Hour Capacity Fits the following cars—

Cadillac Chrysler DeSote Olds ('49-'50 8 cyl.



GROUP 2L

115 Ampere Hour Capacity Fits the following cars—

Ford (1947-50) Hudson Mercury (1947-50)

For complete list of cars and trucks
WILLARD STORAGE BATTERY COMPANY

with NEW POWER



Heat saps the strength of batteries. But the Willard Heavy Duty DeLuxe is built to resist heat. To prove it, a Heavy Duty DeLuxe (Group 1 size) was placed in oven and baked at 180° Fabrenheit. The battery in the oven was connected to a car. Ninety-five (95) wit-

nesses gasped as the battery cranked through six three-

minute rounds and a seventh round of 2 minutes and 20 seconds—with only one minute rests in between rounds. After a total of 20 minutes and 20 seconds of cranking, the temperature inside the battery was 202°—but the tough Willard container had not bulged, the durable Willard sealing compound had not melted.

CARS AND MOST TRUCKS



GROUP 2E

110 Ampere Hour Capacity Fits the following cars— Builek Olds (1938-48— 6 and 8 cyl.)

Postine

these batteries fit . . . consult your Distributor
Cleveland • Los Angeles • Dellas • Memphis • Portland • Toronte



GROUP 2F

115 Ampere Hour Capacity Fits the following cars—

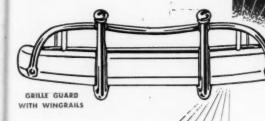
Ford (1940-46) Hudson (1948-49) Linewin Mercury (1940-46)

ENGINEERED



GRILLE GUARD







ADJUSTABLE LICENSE PLATE FRAME

GELLO
GRILLE GUARDS

PROFITS

LATION

You want extra
profits . . . your
customers want the
best protection for
their cars. When you
sell CELLO both you and
the customer are satisfied,
because Cello Grille Guards
are specifically ENGINEERED
to provide the finest protection
money can buy.

Only top-quality materials and workmanship go into the making of Cello Guards.

Join the thousands of successful merchandisers who are now featuring Cello Grille Guards, and get your share of the extra profits the complete Cello line provides. Styles to fit all makes. 1946-1951.

For full information on Cello Guards and License Plate frames write to the factory today for FREE catalog pages and price lists.

your GUARD for life

Cello Products Co.

161 Prescott Street East Boston 28, Mass.

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1951

1777777777777 POWER BRAKING ASSURES CONTROL



Today's most advanced development in power braking is Kelsey-Hayes amazing "VACDRAULIC", forerunner of even more startling Kelsey-Hayes developments for tomorrow's motor cars.

Kelsey-Hayes "Vacdraulic" is the only unit to power the brake action instantaneously, with perfect "feather-touch" control, assuring perfect "pedal feel" in direct proportion to the pressure applied. Kelsey-Hayes "Vacdraulic" cuts foot pressure by as much as two-thirds that required for ordinary brakes!

"Vacdraulic", the only unit utilizing complete hydraulic control with a fixed reaction ratio, insures perfect "feather-touch" control at all pressures.

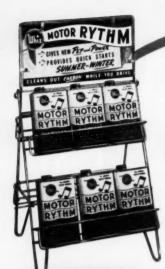
NOW! . . . Kelsey-Hayes "Vacdraulic" power brakes are standard equipment on over 100,000 cars of one of the world's leading automotive manufacturers. (Kelsey-Hayes engineers will gladly consult with you on the superior advantages of VACDRAULIC POWER BRAKES as original equipment on your new cars.)

KH ASSURES PROVEN PRODUCTS AT

DETROIT 12, MICHIGAN



PRODUCTS: Wheels—Hub and Drum Assemblies—Brakes—Vacuum Brake Power Units—for Passenger Cars. FRODUCTS: Wheels—Hub and Drum Assemblies—Brakes—Vacuum Brake Fower Units—for Passanger Cars. It Buses—Electric Brakes for House Trailers and Light Commercial Trailers—Wheels, Hubs, Azles, Parts far Farm Implem PLANTS: Kelsey-Huyes Plants in Michigan (4), McKessport, Pa.; Los Angeles, Calif.: Davenpert, Iawa, Windser, Onlaria, Canada

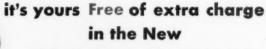


you'll step-up your tune-up sales with this



INDOOR-OUTDOOR DISPLAY

Fits between pumps or on the island. Stands 241/2" high and 141/8" wide. Holds MOTOR RYTHM and other WHIZ products on both sides -a colorful, helpful, sales-getting bonus!



MOTOR RYTHM BONUS DEAL

 You can solve the tough problem of display space, and you can put your fast-moving, high-profit chemical products out where customers can see them! That's how the new MOTOR RYTHM merchandiser will help your sales-outdoors on the island, or indoors. Use it for MOTOR RYTHM and for other WHIZ products, too! You'll get more sales and more profits!

MOTOR RYTHM means top tune-up action, too. The United States Testing Co., Inc.* tested Motor Rythm and rated it "Superior" to six other leading brands. (*Report No. P-39556, July 14, 1950)

Ask your jobber for the Whiz Motor Rythm deal. If he cannot supply Motor Rythm, ask him to stock it for you.

74 ORIGINAL TO CRANKCASE WITH EACH OIL CHANG REEPS MOTOR CLEAR INCREASES GAS MILEAGE ADDS POWER AND PER GIVES MOTOR LONGER LIFE

WHIZ MOTOR RYTHM DEAL TO, 51-A



R. M. HOLLINGSHEAD CORPORATION

LEADER IN MAINTENANCE CHEMICALS

Camden 2, N. J.

Warehouses: Chicago, Dallas, San Francisco . Canadian Offices: Toronto





KELLOGG-AMERICAN SPRAY GUNS AND PAINT SPRAY OUTFITS TURN OUT JOBS THAT WIN COMPLIMENTS... NOT COMPLAINTS

Many prospects are afraid to buy ordinary refinishing service because they know they will get a job that looks like a repaint. That's why Kellogg-American equipment is such a business and profit builde: . . . it produces the kind of factory quality finish that sel's jobs and makes satisfied customers who influence more business. Kellogg-American units are standard equipment with many top grade refinishers.

For the last twenty years, there has been a steadily increasing growth of factory quality services in local areas. Automotive shop work has been greatly improved by the adoption of factory method equipment, like Bear Wheel Alignment-the Motor Analyzer-the Kellogg-American Micro-Spray Gun, etc. Kellogg-American equipment gives you a similar business-producing opportunity to estab-lish a Factory Method Finishing service in your community. Make your shop headquarters for paint jobs of factory quality. Advertise, promote and sell this Kellogg-American Factory Method Service and get results in increased business and profit. You will be offering a service your competition does not . . . a service that prospects want and are willing to pay for.

In addition to guns and outfits, Kellogg-American also makes 198 models of packaged spray booths, the famous Auto-Bake mobile drying oven, and a full line of air compressors. Mail the coupon today for details on the complete Kellogg-American line of Factory Method finishing equipment.

Kellogg Division American Brake Shoe Company 96 Humboldt St., Rochester 9, N. Y. Gentlemen: Please send me detailed information on: ☐ The Micro-Spray Gun Other Spray Guns Packaged Spray Booths Light duty and heavy duty Paint Spray Outfits The Auto-Bake Drying Oven Air Compressors

KELLOGG DIVISION, 96 NUMBOLDT ST., ROCHESTER 9, N.Y. - DOMINION BRAKE SHOE COMPANY LTD., NIAGARA FALLS, ONT.,













MECHANIC STEVE SACKO PRAISES SKIL DISC SANDER "This SKIL Disc Sander is a honey," Mr. Sacko,

says, "it has power to spare and it's easy to handle."

SKIL Disc Sander-Model 11

Heavy duty 7" disc sander for tough sanding, grinding and cleaning jobs in repair work or production. Capacity: 7" backing pad and disc; 5" wire cup brush or cup grinding wheel. No-Load speed: 4200 r.p.m. Gear locking pin for quick disc changes. Overall length: 16 %", not including pad. Weight: 113/4 lbs.

SK/Ltools speed our work...do a great job!"

says HENRY SANSON, owner EAGLE GARAGE, Cleveland, Ohio

The Eagle Garage is turning out a record amount of top quality work with SKIL Automotive Tools. Owner Henry Sanson says, "We have 5 different SKIL tools: the Valve Refacer, Valve Seat Grinder, Polisher, Drill, and Disc Sander. They're great tools! And," he adds, "I've been using my SKIL valve equipment for three years, with never a kick-back on a valve job."



SKIL Drills Save Time, Work

The complete line of SKIL Drills includes 26 models to fit all your automotive drill needs. Take a tip from mechanic Steve Sacko of Eagle Garage who says, "SKIL Drills always have reserve power. They're easy to use in any position on dozens of different jobs."

SKIL Drill-Model 45

Standard Duty. Compact 1/4" drill. Capacity in steel: 0" to 1/4"; in hard-wood: 0" to 1/2". No-Load speed, 1800 r.p.m. Overall length: 6 1/4". Weight: 3 pounds.

Ask your SKIL jobber today about the world's finest automotive tools!



SKIL Products are made only by SKILSAW, Inc., 5033 Elston Avenue, Chicago 30, Illinois SKILSAW factory branches in principal cities • In Canada: Skiltools, Ltd., 3601 Dundas St. West, Toronto 9, Ont.



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THE BIG FALL PUSH means extra profits for Texaco Dealers. All over the U.S. millions of car owners are being told over and over again that now is the time to see their Texaco Dealers! In the big magazines reaching 50 million readers! On America's No. 1 TV show-The Texaco Star Theater-Milton Berle is back with more stars than ever reaching more than 25 million televiewers every Tuesday night! On thousands of billboards from coast to coast delivering some 30 million messages daily! All this plus station banners . . . window stickers and streamers that keep telling and selling. And all this means business. extra profits- for Texaco Dealers everywhere!

25 MILLION TELEVIEWERS EVERY WEEK!





MANY MORE AT TEXACO DEALERS' STATIONS!



No wonder TEXACO DEALERS are such busy dealers!

GONNA GET COLD CHANGE



A Great Line-up for TEXACO DEALERS Sky Chief and FIRE-CHIEF GASOLINES

HAVOLINE and TEXACO MOTOR OILS . MARFAK CHASSIS LUBRICATION · PT ANTI-FREEZE · REGISTERED REST ROOMS

All from one source



- * WAGNER LOCKHEED HYDRAULIC BRAKE FLUID... functions under all driving temperatures
- * WAGNER LOCKHEED HYDRAULIC BRAKE PARTS... are of the same high quality as original equipment
- * WAGNER COMAX BRAKE LINING... is unsurpassed for quick, safe, smooth stops

You can depend on Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers.

Wagner Electric Corporation

6362 Plymouth Ave., St. Louis 14, Me., U. S. A. (Branches in Principal Cities and in Canada)

Wagner ... the best known name in brake service





Earl Hylen
VICE PRESIDENT
ANDREW JOHNSON COMPANY
CHICAGO 22, ILLINOIS

"One way we decide whether or not to take on a different line of products is to compare it point-by-point with those we have," says Earl Hylen of Andrew Johnson Company, Chicago, Illinois.

"That's what we did when we took on the Auto-Lite Battery line years ago. We found by comparison that Auto-Lite had by far the strongest, most consistent sales and advertising campaigns. "Only the Auto-Lite 'Sta-ful' Battery is promoted on network television and radio, plus national magazines, farm magazines and newspaper advertising. "In addition, Auto-Lite Batteries are original equipment on millions of America's finest cars and trucks. All this adds up to the best sales opportunity ever offered

in the business."





Compared Wrenches

... and discovered that choosing

BLACKHAWK makes a surprising difference



Here's just one of many reasons why you work faster! New "Bald-Headed" Ratchets (above) have extremely small heads... the extra clearance means more speed in tight spots. Other exclusives in Blackhawk's line give you added leverage, protection for your knuckles and hands, extra utility per tool and less latigue.



Lay a Blackhawk wrench next to an ordinary tool—You'll spot the difference in a flash! And that difference marile the Blackhawk user a better man. No ugly cross-knurls—beautiful grips wipe clean. Shapely, stenderized designs are absolutely unequalled! Sparkling finishes. Attractive steel chests are well planned for fast tool pick-up.



Blackhawk pays special attention to automotive men! Here's proof! Popular automotive sizes on Hexite Open Ends are properly teamed. There's less stopping to pick up another wrench. Also, you don't have to buy as many wrenches. Further—they're slimmer, trimmer, tougher than any other Open End wrenches on the market.



You pay no more and usually less for Blackhawk tools! Yet—you get selected alloy steels that permit better balance, lighter weight, greater strength! Longer life and far less breakage cut your costs—eliminate work interruptions. Many other exclusives (such as "Thumb-Release" LOCK-ON) make Blackhawk far superior!

Compare Quality — Compare Price! Why pay as much or more for tools that can't hold a candle to Blackhawk Wrenches? Buy these professional wrenches from leading jobbers everywhere. A product of Blackhawk Mfg. Co., Dept. w4101, Milwaukee 1, Wis.

BLACKHAWK

HYDRAULIC JACKS . PORTO-POWER . WRENCHES . TORQUE INDICATORS







BOWER

TWO DEPENDABLE NAMES ...

When you install roller bearings, give yourself the confidence of this powerful backing—Bower Manufacturing Quality and Federal-Mogul Service.

Bower—and only Bower—produces famous Spher-O-Honed tapered roller bearings, plus straight roller bearings in metric and journal assemblies.

Widest possible application coverage. Quick availability through the facilities of the biggest service organization in the bearing business. Get Bower roller bearings from your Federal-Moguł Jobber!

FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)

DETROIT 13, MICHIGAN

FEDERAL SERVICE

It's a Federal-Mogul Service!





Widespread reports are that a sinister character called Fisheye Blisterbottom, alias Mister Blister, alias Rusty O'Rinkle, has been causing no end of trouble in refinishing shops everywhere. Apparently, his only purpose in life is to lead car painters astray by telling them they can cut corners and get by.



Now, at last . . . Fisheye has been exposed for what he is, a wretched cad; exposed by a new defender of the refinishing profession, Pat, a genuine, imported Irish Pixie and the hero of a new full color slide film, "Pat the Pixie Painter," produced by the Rinshed-Mason Company. Don't fail to see this film! Ask your R-M Jobber!



Good refinishing men have gone to join their ancestors while trying to match car colors...like Mexicali Rose. Don't let this happen to you! Get to know Pat! He knows the answers to almost all refinishing problems...such as how to avoid blushing, how to avoid sagging, how to avoid Fisheye! Tell your R-M Jobber you want to see Pat's new film! It's fun!

"Pat the Pixie Painter" and Fisheye Blisterbottom are copyrighted by the Rinshed-Mason Company, \$935 Millford Ave., Detroit 10, Mich., and 1244 N. Lemon St., Anaheim, Calif.

COLOR-CODED WIRES SNAP-IN TIPS - for instant, fool-proof - for quick identification connection of

GUARANTEED ALL-WAYS FOR THE LIFE OF THE CAR:

- Guaranteed positive self-cancellation every time
- Guaranteed not to slip
- Guaranteed not to require readjustment
- Guaranteed burn-out proof
- Guaranteed no wheel drag
 - for the life of the car

NOW - the most beautiful, most dependable turn signal on the market is also the easiest to install! With the new snap-in tips and colorcoded wires, installation time is greatly reduced. Order the new and improved Yankee conversion kits and switches today. Send for catalog. Yankee Metal Products Corp., Norwalk, Connecticut.

Switch-Pat. Pend.

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CONVERSION KIT

with the positive

wire terminals

SELF-CANCELLING **SWITCH**

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AUTO-LITE isa

Auto-Lite wire and cable is beautifully packaged... sells on sight...meets every car need. It's original equipment, too.



BACKED BY THE BEST ADVERTISED NAME

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PLUS

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The source of the control of the control of the conductor of stainless steel instead of the conventional numbers strongs of copper wire. Gives remarkable improvements in performance



PLUS

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Highly resistant to attacks of heat and off, Auto-Life hiver Sheathed Flextrand primary wire permits easier stripping and seldering ... gives long life ... and in easy to install.



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It will pay you to switch to the Auto-Lite Wire and Cable Line . . . the complete line—Steelductor Spark Plug Wire, Flextrand Primary Wire and Auto-Lite Power Line Battery Cable with the new Power Line Terminal that holds tight. Sign up today with Auto-Lite for the best dollar-making merchandising combination in the industry. Write to

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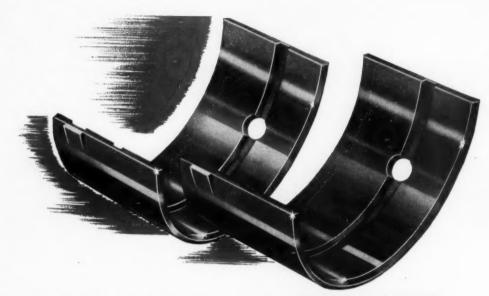
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Toronto, Ontario

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The Auto-Lite Wire and Cable Catalog, giving complete specifications for every automative vehicle, is available on request.



Master Engine Mechanics Prefer MONMOUTH

ODAY'S cars are powered with the finest engines ever built.

For a great majority of these engines, master designers and makers specify and use CGB thin wall bearings.

When replacement becomes necessary, master engine mechanics maintain the standard of engine performance with Monmouth Bearings. These bear-

ings are identical in every detail with the original bearings. They excel all others in finish, in precision, in quality and in engineered performance* at standard prices.

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If you want customers to sing out about your high quality service, make sure they know you use the best replacement parts. When you replace a tapered roller bearing, for instance, be sure to point out the trade-mark "Timken". It's the bestknown, most respected name in bearings.



Just tell 'em it's "TIMKEN"



NLY Timken bearings give you all these advantages: 1) advanced design, 2) special analysis Timken steels, 3) precision manufacture, 4) rigid quality control.

That's why leading automotive manufacturers rate Timken tapered roller bearings their number one choice for original equipment. And that's why it will pay you to use Timken bearings for replacement. NEW, FREE BOOK-"TIMKEN TAPERED ROLLER BEARINGS, THEIR CARE AND MAINTENANCE". Write Dept. JAS 10. The Timken Roller Bearing Company, Canton 6. Ohio. Cable address: "TIMROSCO".

TAPERED ROLLER BEARINGS

NOT JUST A BALL O NOT JUST A ROLLER THE TIMKEN TAPERED ROLLER DEARING TAKES RADIAL O AND THRUST OF LOADS OF ANY COMBINATION OF



OUTHERN TOMOTIVE OURNAL

Covering Automotive Sales and Service

Vol. 31

OCTOBER, 1951

No. 10

Contents

Mechanic Teams Aid Production
Survey: Dealers Plan for the Future
The New-Car Market Problems
"Loss Leaders" Build Sales
Have You Hit the Ceiling?
Just How Good Is Your Telephone Approach?
He "Personalizes" His Used Cars
Eight! Who'll Make It Nine?
GMC's New Diesel Governor
"How Many Miles Per Gallon?"
New Power Brakes for '52's
Uncle Sam Studies "Knock"
Wising Diagram for 1951 Frages

DEPARTMENTS

News Spotlight 39	Along Federal Row 100
News Briefs 72	Shop Talk104
Southern Jobbers 76	Nutbuster Letter 106
Specifications 88, 90	New Products 115
Time Savers	128

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Everybody looks up to Sealed Power Piston Rings

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MD-SO STEEL OIL RING

the only ring with the Full-Flow Spring
BEST FOR OIL CONTROL EVEN IN

BADLY TAPERED OUT-OF-ROUND BORES

Sealed Power

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the best compression ring for

TRIPLE MILEAGE

because its chrome surface

FIGHTS

HEAT EDICTION CORPOSION ARRASIO



SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST IN NEW CARS! BEST IN OLD CARS!



Model announcements for 1952 will really run late this time — really.

Don't be surprised when factories which have been announcing in the fall or early winter instead pull away the curtain well after the first of the year. Some manufacturers will have gotten production off dies for 15 or maybe 17 months before the switch to '52's is made. Power brakes, power steering and more powerful engines are some of the changes you can expect. An aluminum engine may soon be under some hoods.

Production the last quarter of this year will hover only slightly above the 1,000,-000 mark, in view of materials allocations directed by NPA. The total would still make this one of the best years for assembly lines in the industry's

history. Some dealers. as reported in a survey on page 63, anticipate some scrounging around to find customers for all of the units they will receive. The higher cost of living. including taxes in general and the higher prices of cars, may slow down traffic in the showroom, which will tend to speed up things on the used-car lot and in service denartments

Watch out for possible violations of the wage, salary and bonus regulations. Already some

firms have been pinched between the demands of employees and what the management knew those employees could get in the way of higher pay from nearby defense plants. To point up some true-tolife problems and how they were handled, Atlanta Attorney Edwin Pearce took his pen in hand and turned out the article on page 67 to help steer you along the road that won't lead you to the penitentiary two or three years from now when the internal revenue auditor checks your records. Of course you may not wind up behind the bars at all, but it could be that you'd be out chopping wood for a living after that auditor clamped down on your assets after disallowing raises or entire payrolls which were increased without benefit of federalregulation sanction. A question or two asked of wage-hour district offices (see list on page 131) now might mean the saving of a big pot of money

for you later by avoiding the heavy penalties which can be invoked against violators.

The shop is the spot to which many wise heads are being turned these days, as dealers study the means of building up volume there to offset decreases in other departments of the business. How's your equipment? Are the men — at least the top mechanics — advised on how to repair the intricate mechanisms appearing in greater numbers on new models? Men and machinery must be tuned up to a new pitch, in many instances, if the cash register is to jangle a new, more profitable tune. Equipment wholesalers have reported more awareness in some areas of the importance of modern devices to do a faster, more efficient job.



A dealer gave tersey last month his idea about how to keep gross sales volume up. His comment was in line with some of the reports received in the survey on page 63. "I'm going to insist on a tradein almost without exception," said this "Big Three" dealer who used to be a factory man and whose trading area includes a whopping-big defense plant in the South. may not be good busisaid he, ness always, "but we've first got to stay in business. We must get that trade-in

at a fair appraisal in order to make a fair margin on its sale. We figure that our low appraisals are going to mean that we won't close but about one out of every ten deals we work on, which means that we are going to have to wring out every possible cent of profit from what sales we do close, in view of the few new cars we expect to be receiving around the first of the year. We don't go along with Truman at all in his predictions that everyone will get along pretty good but on a slightly reduced scale."

Miami, Fla., gets the next Southeast Show. It was set for May, 1953, by the directors. Miami in May should help attract a record throng—more than the thousands who have previously attended the aftermarket-industry shows which were held in Atlanta.



MODEL 202 100 AMPERES

Features Marquette 20-second testing system. Exact charging time shown instantly, completely automatic.

POLETE MODELS
201-201W
80 AMPERES

MODEL 205 6 VOLTS-12 VOLTS 80-60 AMPERES

Sensational new model! Charges any amperehour 6 or 12 volt battery! Easy to operate. Can be used as fast, slow or booster.



Fully automatic. Easy to carry Weatherproof construction... Highest quality parts for long life.

MARQUETTE MANUFACTURING CO., 307 East Hennepin, Minneapolis 14, Minnesota

MODELS 203-203W

100 AMPERES

SAUTOMOTIVE AUTOMOTIVE JOURNAL

October 1951

Mechanic Teams Aid Production

By Baron Creager Southwestern Editor

SERVICE volume is up between 70 and 80 per cent for the Frontier Pontiac Co. in Fort Worth, Texas, and there are indications the dollar volume will continue at the level of \$18,000 a month or better.

For in July, shop records showed that 1,750 of the 2,500 owners in the territory—exactly 70 per cent—were active customers. Any owner who buys service once in three months is classed as active.

Placing all the air, water and electricity lines on automatic overhead reels cuts the working time.



Working in pairs, like this transmission team, the men nearly doubled the shop output.

Service volume didn't jump from \$10,000 and \$11,000 to \$18,-000 monthly overnight, nor because the nearest competitor in the line is 15 miles distant in the much smaller community of Arlington, Texas.

The increase resulted from a general overhauling process in April, 1949—a process that produced expanded and modernized facilities.

Yet Service Manager I. R. Ozmun points out that the most influential factor in the process was a complete overhaul of the generally accepted management theory of shop operation.

In a somewhat radical departure from this theory the shop is now divided into five departments for mechanical operations. Each department is manned by two mechanics. Each pair of mechanics functions as a team.

Each team "flags" a common time sheet daily and at the end of the week the two team members share equally, at a rate of 60 per cent, in the customer labor for the department.

It was Service Manager Ozmun's idea, introduced for an experimental period of not less than three months, not more than six, and in the face of great skepticism on the part of mechanics.

"But we noticed improvement in production immediately," he relates, "although it was three months before the mechanics were thoroughly sold on the idea.

"Before the plan was introduced I made a number of inquiries, but was unable to find anyone who had ever used such a plan or even heard of it. Furthermore, none of the many I talked with thought it would work. And now other people in the business around here are amazed that it has worked.

"Perhaps the strongest recommendation for the team plan is that it achieves cooperation between men. They realize they earn more by building total production in their department. In many cases, early in the day, there is a slack period between the time the first job and the second job reach a department, so both members of the team pitch in on the first car.

"There was only one small difficulty in getting the team plan working smoothly. We had to make some slight changes in the class of work covered by some departments so that the level of



Service Manager Ozmun takes a napkin from the receptacle to place it on the steering wheel of a car that is ready to be delivered.

be about the same.

Ozmun believes the plan will prove flexible and will work in almost any shop, be it much larger or smaller than the one he supervises.

The principal thought behind team work in departments is to wipe out lines of demarcation in amounts and types of work for individual mechanics and have them pulling together for production of over-all department vol-

It should be quite practical, Ozmun thinks, to make the plan work in a shop of comparable or even much greater volume. And although there would be some difficulty in getting a much smaller shop to function on a departmental basis, this should be accomplished by a careful study and proper consolidation of departments. In short, a bigger shop might have more than five departments, a smaller shop less than five.

A departmentalized and teammanned shop is not alone responsible for accomplishments at Frontier Pontiac, as noted after completion of the physical remodeling

earnings in all departments would - and the modernizing program in April, 1949.

> In that month the new-car department was divorced, and installed in a building across the street. In theory, with two mechanics there for make-ready, all new-car activity is centralized across the street. But it doesn't always work that way, Ozmun comments, because of the traditional viewpoint of the sales department.

> However, with only parts and service in the original building that formerly housed all company personnel and activities, Ozmun found himself with 16,000 square feet of floor space instead of 9,000 and all service operations under one roof instead of some functions being conducted in sheds on the parking area adjoining

> Instead of 45 cars daily, he found he could, and does, handle 75 to 80. And the same expansion relieved the shop of a nightmarish condition in which one car, parked in a nine-foot shop drive, could utterly paralyze vehicular movement.

> Meanwhile, modernization had gone forward in the shop.

New or supplemental equip-

ment modernized the facilities for lubrication, valve refacing, wheel balancing and front-end alignment. An automatic-transmission hoist was installed. A trim shop was added. There are eight twinpost lifts now and most mechanics use impact tools.

"And we put all utilities-air, water and electricity for line me-chanics—overhead," Ozmun adds significantly, "with the hose run-ning on automatic reels.

"These overhead drops speed up work and cut down accidents. We used to have these utilities on wall connections and invariably the lines were strung out along the floor for men to trip over, and they did."

Don't Wear Work Clothes

Frontier service salesmen, incidentally, wear no standard uniform, but dress to individual taste. in slacks and shirt to suit the season. This matter of dress was a compromise. Service salesmen objected to wearing a Frontier monogram on the shirt. But Ozmun will not permit them in clothes suitable for shop service

"Not having a full set of tools," he explains, "they often do a makeshift job. Besides, let them work on cars now and then and they lose the selling viewpoint.'

With new modernized equipment rearranged in line with the idea of also overhauling the theory of shop operation, mechanical operations were then grouped logically in these five departments:

1-Tune-up and electrical.

2-Brakes, front end and steer-

3-Transmission, differential and clutch.

4-Mötor, general. 5—Chassis, general.

And this theory of departmentalizing the shop, with a team of two men to each department, functions so effectively that the increased volume and the increased car capacity have been handled with addition of only two mechanics

"At the time our remodeling and modernization program was completed," Ozmun recalls, "our average monthly service volume was nearer \$10,000 than \$11,000. Sometimes it was the top figure. more often the smaller figure.

"Our increase since then, I believe, results from four principal (Continued on page 136)

Survey Reveals a Bigger Role for Used Cars as

Dealers Plan for the Future

WITH the prospect of fewer cars at higher prices, how can a dealer maintain his volume and profits?

There are two chief answers, according to most of the dealers replying to a survey in mid-September by SOUTHERN AUTOMOTIVE JOURNAL of 500 Southern dealerships.

Those answers are: service and used cars.

Development along those lines seemed to dealers the best defense of their profits under the NPA allocations for the last quarter of 1951—allocations which trimmed 100,000 vehicles from the

A Texas dealer tells on the next page of his plans for meeting the future.

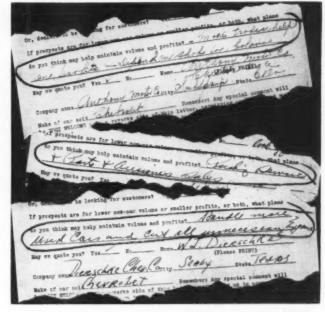
anticipated 1,200,000 originally permitted for that period.

There was no agreement among dealers, however, as to how much the market would be affected by higher prices and lower production.

Even dealers handling the same make car, in the same section of the country and in similar-sized cities didn't always agree on the outlook.

"Will cut our market some," commented W. R. Ham, Ham Chevrolet Co., Aurora, Mo.

"We'll have plenty of prospects for each new car we get," said Don M. Hattan, Hattan Chevrolet Co., Valley Center, Kan,



These were three typical answers on maintaining profits: "Make trades help on profits; depend on shop for balance," said Chester Ogle, Anthony Motor Co. (Chevrolet), Sand Springs, Okla. "Push service and parts and accessory sales," suggested another dealer. "Handle more used cars and cut all unnecessary expense," commented W. J. Dierschke of Dierschke Chevrolet Co., Scaly, Texas.

"I think the net profit for our sales department will stay about the same," said John Carter, Edens Chevrolet, Corrigan, Texas.

Are the prospects for a buyers' or sellers' market?

"We expect dealers to be looking for customers," said a West Palm Beach, Fla., dealer handling a GM car, not Chevrolet.

"Customers will be looking for new cars," said a dealer handling the same make about 100 miles away at St. Petersburg, Fla.

The weather during past months was responsible for some differences in outlook.

"South Carolina and southern Georgia have the best cotton crop in years," said J. C. Mathews, Mathews Chevrolet Co., Wrightsville, Ga. "The farmers are in the market in earnest and there is a great demand for pick-ups especially."

"Because of the severe drought during the entire year, farm and (Continued on page 150)

The Questions Asked

- With fewer new cars at higher prices, what will be the effect on your market, as you see it now?
- 2. Do you expect customers to be looking for new cars? Or, dealers to be looking for customers?
- 3 If prospects are for lower new-car volume or smaller profits, or both, what plans do you think may help maintain volume and profits?

What We Are Planning to Do to Meet

Our New-Car Market Problems

By BEN GRIFFIN* Ford Dealer Dallas, Texas

It seems to me that conditions imposed upon the new-car and truck dealer, and brought about by increased prices and additional taxes, compel a dealer to take at least two steps in defense of his business

As I see it, those steps involve absorption by the dealer of a reasonable, perhaps substantial portion of the new-car price increase, and careful scrutiny. item by item, of all expense, with reductions in expenses wherever possible.

That is what we are doing, and are prepared to do, in this dealership.

We do not propose to absorb the entire price increase. But we will absorb it to a reasonable degree, or to an extent that will maintain prices at a level not much in excess of what they were.

How long we will find it advisable to do that will be determined by conditions. My present guess, and it is only a guess, is that such a policy will be indicated for at least 60 or 90 days at the new list prices.

Perhaps by then, and certainly in the not too distant future, we will experience new inflationary pressure. The consensus of the respected economists is that by then we will begin to feel the full impact of defense spending and that we will enter into a new era of inflation. Then people will have more money and the cost of

a motor vehicle, even with increased list prices and additional excise taxes, will not be so significant, nor such a deterring influence on the new-car market. We will watch this condition as it develops and, at this time, our thinking is to absorb less and less of the price increase as this specific condition warrants.

By the time defense spending inflation has begun to saturate our economy, there will appear another factor, highly important to the new-car dealer as I see it. There will have been, by then, a marked reduction in the production of new cars and trucks. There will be fewer and fewer new vehicles and as this scarcity develops and becomes apparent, and as inflation puts more money in the pockets of consumers, the demand for new cars will in-crease and the value of those new cars will likewise increase. It is doubtful if anyone in the business can make an accurate guess at this time on what new cars will be worth - to the dealerunder the full force of expanded inflation economists tell us to expect in the days ahead.

Therefore, we consider it logic-

al to let new cars accumulate in our warehouse stock, and reduce our sales force by at least half.

Under normal conditions in this dealership, we believe in a big sales force. We have maintained a sales force of 30 men for all departments of the business. We may end up with less than 15 sales men.

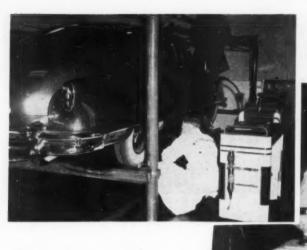
We have frankly told our inexperienced salesmen that we think they should get into some other field of selling, that there will not be enough cars nor enough sales to support the sales staff of normal times. Perhaps "normal" should not be used in this connection, for one scarcely knows just when and where to apply the word in business.

Anyhow, we have told our inexperienced salesmen to go into the sale of intangibles, or war babies. Perhaps insurance, for there is no scarcity of insurance now.

We have told our more experienced salesmen we would like to have them stay, if they think they can make a go of it under conditions as we expect them to exist. These experienced salesmen,

(Continued on page 138)

*The Ben Griffin Auto Company has held a Ford franchise in Dallas for 18 years, having been launched by Ben Griffin, Sr., in 1933. His son. Ben Griffin, succeeded to presidency of the firm in 1941. The company maintains separate establishments for new cars, trucks and tractors.



After James McNeilly looks over a ear brought in for a 25-cent lube job, he reports what he finds to Service Manager O. B. Davis (shown at right).

This dealer uses chain-store idea—

"Loss Leaders" Build Sales

MERCHANDISING idea used by department and chain stores with profitable results has been tried out by the W. L. Kidd Motor Co. (Nash), Maryville, Tenn. And it has worked—worked so well that Kidd uses it frequently.

It's the simple idea of a "loss leader" — offering something in frequent demand at substantially less than the recognized standard price, in the expectation that it will attract customers for other merchandise or services.

In the case of Kidd Motor Co., the loss leader has been a lubrication job. The offering has been a bit on the sensational side—25 cents for what usually is sold for not less than \$1. But Kidd says it has paid dividends—not only in more service jobs but even in sales of cars.

Here's how he explains the offer in his ads, which read:

"Yes, We Will Lubricate Your Car for Only 25 Cents.

"Here's how we do it. The best lubrication that money can buy costs us 13 cents per pound. A 100-pound drum costs \$13 and a By Warner Ogden

100-pound drum will properly lubricate 200 cars, which makes it cost approximately 61/2 cents per car for grease. Yes, we can properly lubricate your car for 25 cents because it is one of our leaders to get you into our place and show you our fine equipment and the best of care for your car and make you one of our satisfied customers. We know that you have been told that it is impossible for us to do this-that the work is only one-half done and that we are using a cheap quality of grease. Mr. Car Owner, come down and take advantage of the 25-cent price. Just sit in one of our nice comfortable chairs and watch the workman do the job.

"Yes, it is a great leader, so act now—don't miss this sensational offer."

Hundreds have responded to the ad.

At least ten per cent have become new customers. Many others were old customers.

"The 25-cent grease job offer

has paid off more than any other advertising," says Kidd.

"We can see the results and know the reason. In so many forms of advertising you never see the results.

"That 25-cent job has created other jobs and other sales.

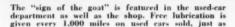
"Most every day we pick up an extra job for the service department on a car's first trip to our grease rack.

"A grease and oil-change job doesn't take a long time, so often a customer will wait. While he is waiting, we have an opportunity to sell him something else. Floor traffic is created.

"One of the best results is selling seat covers. We point out to a customer what we have.

"We have even sold new cars while a car was on the grease rack. We sold one to a man the second time he had been in our shop. The man worked for an airline and had been living in our town only a short time. While waiting for the grease job, he asked us how we would trade. The sale of a new car to him was practically completed while his car







long as the original buyers keep them. The 23%-hour wrecker service attracts attention of customers. W. L. Kidd is shown at left in the photo above.

was on the rack.

"That airline man made us an extra-good customer. He brought in others too.

"Then we have a rural-mail carrier. At the time he came in, we were greasing for 50 cents and washing for 50 cents. We made an agreement with him to grease and wash his car for a dollar a week.—\$52 a year. Now he is using his second Nash, which he bought from us.

"For the last two years we have been running promotions on grease jobs at either 25 or 50 cents. For a period we ran it for a dollar, because we had a feeling that an OPS ceiling might be put into effect. We have never charged more than a dollar in these offers and at times we have run a 50-cent wash-job special.

"We are bound to pick up something on these promotions. They increase floor traffic and when floor traffic increases, there are bound to be more dollars in the cash register.

"We figure if we can get a car owner in for a lubrication job three or four times, it will either make a customer out of him or he will be at a place where he will be ashamed to ask for more 25cent jobs. We will have a customer out of him or we won't be bothered with him—one or the other."

A good lubrication man has a chance to discover other jobs. Working under the lifted car, he can see needs that cannot be seen from the top. Inspections often show wheels out of line, broken springs, bad tie rods, etc.

The lubrication man is instructed to call the attention of the service manager to these needs. Then the service manager calls them to the attention of the customer, who often is waiting and can see for himself. Repairs are suggested.

A record is kept of each service job. A card system tells when the car was in, what was done, who did it and the amount. A follow-up system is also used. Every 30 days, if a customer does not return, his name appears in the follow-up box. He is mailed a card, but the service department doesn't stop at that. The service manager tries to talk with him, which is better than depending on a card alone.

The repeat business of the service department is unusual.

Kidd finds that around 90 to 95 per cent of all Nash owners he sells return for service during the ownership. That is far above the national average.

Much of the time a card in the show window calls attention to a special offer, such as the 25-cent lubrication job. Maryville is at the crossroads of the heavily-traveled Knoxville-Atlanta highway and the scenic loop to Great Smoky Mountains National Park. Even tourists notice the offers and the modern building and they stop for service.

Tourists often are attracted by a sign reading: "23¾ hours' wrecker service."

"What do you mean by 2334 hours' wrecker service?" a typical tourist will ask.

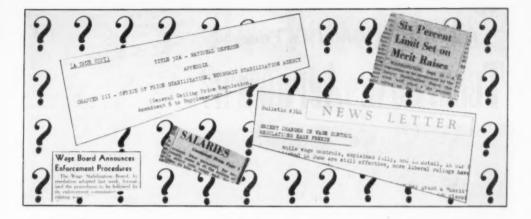
Kidd will laugh and explain:

"We have a man to handle the wrecker all the time, but he needs 15 minutes off to go to the wash room."

(Continued on page 98)

Frequently a "leader" offer is shown on a sign in one of the windows, where it pulls in valuable tourist trade from the highways.





Have You Hit the Ceiling?

Im McDonald pushed against the back of his well-worn executive's chair and closed his eyes tightly. His feeling was that of a man who had just met and solved a crisis. He also felt uneasy.

This particular crisis had been in the making for some time. When Jim first heard of a freeze on salaries and wages, he had automatically thought of his service manager, Bill Reid. He knew then that he was not paying Bill enough money, but, Bill had not pushed him for more money. Besides, a man who was loyal while the company was growing could expect good treatment later. Still, other people, making more money than Bill, had changed jobs.

No nan is indispensable, reasoned McDonald, but his business instinct told him he had better keep this man. And when he By EDWIN PEARCE*
Attorney-at-Law
Atlanta, Ga.

lost one of his two shop employees and could not find a replacement, he knew he HAD to keep him.

He did not mention the matter but he was glad when Bill did. Something about the reluctant

WATCH THOSE BONUSES!

A lot of companies will be dishing out the ever - welcome annual bonuses during the next 60 days. Attorney Pearce, who knows a lot about the necessary red tape under the current emergency regulations, advises every employer to clear his plan of gayment with the nearest wage-hour office before paying out, even if the plans have long been in effect. A list of these district offices appears on page 131.

manner in which Bill spoke to him caused him to make an instant decision. Jim offered Bill considerably more money than he was receiving, the very most that Jim could afford to pay, which was still something short of what Bill could get elsewhere. He knew when Bill left that he had solved the problem. He also felt that he might have violated the wage

regulations. He only felt this, and he was glad that he didn't really understand the regulations and therefore didn't really know whether he had violated them or not.

Although a small operator, Jim was not a bad executive. Having made a decision, he now resolved to put it behind him and worry about something else.

Jim McDonald in this particular case violated a law of the United States. Not maliciously, but maybe wilfully, within the legal meaning of that word. If Jim forgets his resolution not to worry, and makes inquiry, no one can tell him what will happen to him. Maybe nothing at all. There are, however, many things that CAN happen to him. The criminal penalties include a fine or imprisonment or both. The civil penalties include government injunction. And there is another provision tucked away in the law which may give unexpected trouble at unexpected times. The act authorizes the president to direct the collector of internal revenue. for income-tax purposes, to disallow as a cost of doing business. either all or any part of this unlawful wage. Every week he is handing Bill a check which he may not be allowed to deduct on his income-tax return as a cost of doing business. Note that he (Continued on page 146)

*Edwin Pearce has been an attorney in Atlanta, Ga., since 1929. He is familiar with government regulations as he wos chief price attorney for the Southeastern region of the old OPA and was also chief price executive for the Southeastern region. For obvious reasons the names and circumstances cited in this article have been changed. The problems, however, are real.

Just How Good Is Your

TELEPHONE APPROACH?

By Baron Creager Southwestern Editor

There are no statistics to show the amount of business won or lost on telephone manners.

But there are indications that many business institutions believe telephone courtesy a deciding factor in who gets the business in any category of competition.

For throughout the recent summer and up to the time this was written there had been a marked increase in demand for booklets and sound films made available by the telephone companies for training of business personnel in use of the telephone.

The reason seems to be obvious. Business was off. Competition was acute. No possibility for cultivating patronage was being overlooked. And the manner in which personnel conducted transactions with customers on the telephone again became highly important.

It's Not a New Thing

This was not a new condition. Telephone representatives say it signals a cycle, with more attention being paid to telephone manners when business is tough. Also, bad or repellent manners on the telephone did not develop overnight. Those bad manners had been there for some time. Business was good in spite of them.

With some of the largest retail institutions in the South paying strict attention to telephone training for employees, it might be profitable for the smaller organizations to string along with the idea.

A great many smaller organizations are doing that, but they were spurred on by unfavorable business conditions. They are foulweather patrons of telephone courtesy, whereas, bigger organizations are constantly training employees in telephone manners, through foul weather and fair. Who uses telephone company training helps most consistently? Well, when the man at the telephone company has called off a list of names, it makes a directory of "Who's Who in Selling" for that territory. The bigger, the more successful the company, the more it makes use of expert assistance. And the most consistent user of telephone company training, in one Southern region, is a retail store with an international reputation.

Telephone offices have booklets on telephone courtesy for free distribution. And although demand soared for these last summer, this demand did not compare with that for use of a sound film entitled, "Telephone Courtesy."

This film runs 25 minutes and takes the observer through the complete overhauling of telephone manners in one institution. The film spots all the telephone faults of the average office, from absolute indifference to a ringing bell to mumbling into the transmitter

through a wad of gum. Crammed with remedial suggestions, it is much more effective than any booklet, even any volume. This film can be borrowed from

This film can be borrowed from almost any telephone office, big or little, in the South. But a waiting period will likely follow an application for its use. In one large metropolitan office the telephone company had 14 prints of the film, with all of them on loan constantly. So this office maintains a schedule, passing the film around to the next on the list.

In some cases, especially in smaller communities, the borrower must provide his own projector and sound equipment. For although it is easy enough to ship a film, it is not so simple for the company to send along an operator with equipment.

Running the Film

In larger communities, however, arrangements can be made for the company to run the film, for a large or small group, and the larger telephone office buildings maintain projection rooms, equipped with comfortable seats. It is sometimes possible to arrange for a company operator to show the film at some designated place, especially if the group is large.

Although this film deals with restyling the telephone manners in an office where a large number of people are employed, it is just as valuable for the smaller organization. Perhaps it is even more valuable. For in the smaller organization, anyone there may answer the phone. In the bigger

(Continued on page 132)





I F YOU understand the personality of a used car, you can buy it and sell it more intelligently and profitably.

At least that is the philosophy of Eugene Frazer, except that he doesn't use the term "personality." He calls it "individual-

zing."

Frazer has sold cars of all speedometer readings, and will come as near knowing the background and history of most of the used cars on his lot as any dealer in the South. He is one of the owning partners, along with James S. Frazer, his father, and Lewis Frazer, his brother, of Frazer Motor Co. of Nashville, Tenn., Chrysler-Plymouth dealership.

This intimate knowledge of his used vehicles is made possible by coordinating the purchase and sale closely with the service department and the sale of new cars, on which most of the used cars

were traded in.

"There are approximately 200 used-car dealers in the Nashville area," explained Gene Frazer, "and the business is extremely competitive. We have to give the prospect a compelling reason to buy our cars. The natural fear of the average buyer is that he doesn't know how much the car he is considering has been used and abused. While we will buy any used car that is offered us, our force concentrates all its effort on cars we have previously sold or serviced regularly, or both."

When a prospect comes in to

A Tennessean moves used cars by giving buyers the history—from service records or investigation.

By Ross L. Holman

look at a car, Frazer and his salesmen play this intimate background knowledge up like nobody's business. "See that '48 Plymouth?" he asks. "We sold it to Mr. J. three years ago. We serviced it for him until he traded it in on a Chrysler a few days ago. We've made every oil change, grease job, smoothed out every fender dent and know the condition of every moving part of that unit.

"That '46 Plymouth has changed hands twice since we sold it new, but we've serviced it all the

way through.

"We've checked that '47 Ford and know that it has had only one owner, whose name we will give you for checking. He bought it in Springfield and we've given it only part of its servicing but enough to know it has been well cared for."

Frazer Motor Co. has either a thoroughly or reasonably accurate knowledge of at least three-fourths of its used vehicles. Its reputation in this department has been built mainly around this advantage. If the men have never seen the car before it was traded, they learn all they can about where it was originally purchased, how many times it has chang-

ed hands, purpose for which it was used, etc. This information is offered the prospective buyer for his own tracing, if requested.

Frazer doesn't have any standardized used-car guarantee. If the car offered is a '50 or a '51 and the firm has serviced it enough to have a pretty accurate knowledge of its history, it will sell it on a 90-day guarantee.

Other cars that have been rea-

Other cars that have been reasonably taken care of, but with more age and depreciation, will have their weak parts replaced in the service shop, be generally reconditioned, and then sold on a 30-day, 50-50 guarantee. Old or abused models are sold as is.

"For example," explained Fra-

"For example," explained Frazer, "when a prospect wants to sell or trade in a car, the salesman will drive it around for a try-out appraisal of its value. Then we may keep it overnight for a closer checking to see if we can offer more than we would be justified in doing on a drive-around-town test. We have our service manager drive it home with him when he goes off duty, drive it around, if necessary, for further try-out, and give us his opinion about it in the morning.

"However, there are some faults that even this close checking can't detect and that is what our 30-day guarantee covers. If, for example, the man who buys it discovers within the 30 days that it uses a quart of oil every 100 miles, we overhaul the mechanism at half our regular price."

Some dealers, of course, give a



A lot that holds only 40 cars is an excellent, though unintentional, means for keeping salesmen on their

toes. This side of the lot faces one of the most heavily-traveled thoroughfares in the entire city of Nashville.

100-per-cent, 90-day guarantee on used cars of much older models than Frazer does, instead of the 50 per cent 30-day proposition that he actually makes. But when the salesman explains that the firm would have to put a lot more on the sale price to take care of all possible make-good servicing, the buyer then quickly sees the point.

When he gives the car's history since it left the factory, its service record and the name of the previous owner for reference, a wider or longer guarantee doesn't matter so much.

Frazer gets many of its leads for both shop service and car sales from two or three servicestation managers. It is a fine reciprocating favor.

Frazer's used-car lot holds only about 40 cars and Frazer says this situation—though not intended—has proven a fine incentive to keep salesmen on their toes. "If we take in more than 40 cars, we don't have any place to put them," he explained, "and that makes the salesmen work overtime to keep them cleared out."

One fine inducement offered by the firm to woo customers into its storage lot is a disability clause in the sales contract. The clause provides that for a small additional monthly payment, each monthly installment that falls due while the owner is ill will be paid by the insuring company. In fact, the fear of such a contingency is so widespread among prospective purchasers that 60 per cent of Frazer's buyers request that safety clause be inserted in the contract.

Frazer has its 40-car lot divided into two sections—front and rear. The front faces the most heavily traveled street of the city—Broad. On this front the firm spreads its finest show-window effect. It places here the latest model cars, kept shined up by a couple of

Negro boys. If the original factory finish has faded or become dulled, the car is covered with a new coat of paint.

Older models on the back lot are kept as presentable as their condition will allow. All cars on both front and rear lots are arranged in a position that gives each lot a symmetrical, showy effect. Frazer finds that a skillfully-designed car lot has a strong promotional influence.

"Get Washington on the phone, Miss Summers, and ask if the tax on a new ear is the same this afternoon as it was this morning?"



Eight! Who'll Make It Nine?

Eight trips to a shop and the trouble still there? Come-backs can push bidding for your services 'way on down!

By Jack Bannick

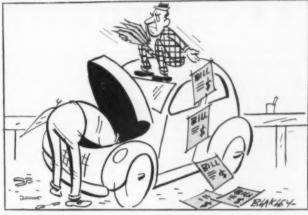
READ this telegram from a customer:

"I have been in 11 times because the gearshift stuck. Eleven times the repairman told me the trouble was corrected. It stuck again today."

This type of complaint against our service work is familiar to all of us. Repeat business is necessary if we are to make money in our shop. To do this we must build up in our community a reputation for correcting a cause of trouble the first time it is reported.

In Pontiac, Mich., a car was taken to the repair shop nine times in two weeks because the engine would die out on the highway and fail to restart. The car was again taken back to the shop with instructions to check it thoroughly from stem to stern. The customer picked it up the day before Christmas with definite assurance that it was okay. After church on Christmas Eve the same trouble occurred. In bitter cold this customer had to walk a mile to a telephone.

Checking the repair order on



"Plain business honesty dictates that a customer should never be charged more than once for attempts to cure a specific trouble."

that job, it was found that the car had been kept three days but only the generator and battery, connections and voltage regulator had been checked. (The trouble was later found in a faulty switch)

In desperation a customer in Pennsylvania telegraphed that his car was back in the shop the 51st time for the same trouble.

Such situations are familiar to all of us. They involve occasionally all makes of cars, and the independent garages as well as the authorized dealers. It is extremely annoying for a car pwner to bring in his car several times for correction of a difficulty. The cause of this serious situation is failure properly to diagnose the trouble.

A car in Florida came into the shop nine times in 60 days for repair of a trunk leak. In Michigan a car was taken to the shop 11 times in 900 miles for hard starting and stalling in traffic. The repairman eventually corrected the condition, but because the owner lost so much time taking the car back, and taking it back, and taking it back, and taking it back, and it is quite possible that this man is still telling his friends about the "inefficient service in that garage."

By figuring the average parts and labor sales per customer in your shop, you can quickly find out what the loss of a customer means to you in cold cash, besides the "word-of-mouth" adverse advertising when he leaves you.

Plain business honesty dictates that a customer should never be charged more than once for attempts at correcting a specific case of trouble. To do so is to play a penny-ante game in which we win a few pennies now but lose sight of the many dollars we are losing in future service business from that customer.

Are You Guilty?

Listen in on some canasta-game conversation or some other spot and you will hear complaints like the ones related here by the former customer relations manager of Packard Motor Car Co. in this second of a series of three articles. Is your shop guilty? What, specifically, have you done to make sure that it won't be? The editors would like to hear about it.

NEWS BRIEFS of the

Virginia Meeting Features Up-to-Minute Addresses

A FLEXIBLE program that will permit scheduling of last-minute speakers and discussion of the most important dealer problems at that time has been arranged for the convention of the Automotive Trade Association of Virginia Nov. 26-28 at the John Marshall Hotel, Richmond.

The meeting will open with 17 group meetings for dealers handling the same make of vehicle. Eight outstanding speakers will address the convention, slanting their remarks toward the world situation and controls as they appear in November, according to John E. Raine, general manager.

Ladies attending are invited to business sessions and in addition a special program has been arranged for them. Governor Battle will be the banquet speaker.

Missourians Pick April 7-8 For 1952 Convention

THE 13th annual convention of the Missouri Automobile Dealers' Association will be held April 7-8 at the Muehlebach Hotel, Kansas City, Mo., Manager James A. Gorman announced after an executive committee meeting last month.

"Our convention held this year in St. Louis was such an outstand-

He Sees All; He Saves All!

General Manager Walter C. Mallory tagged on this little joke to his bulletins mailed to members of the Florida Automobile Dealers Association last month:

"This week's smile:

"Overcome by gas while taking a bath, the young lady owes her life to the watchfulness of the janitor." ing success in every manner, the committee chosen to plan next year's affair have a tremendous task on their hands," he said.

Tentative plans call for a full two-day program. The activity will start with a golf tournament and that evening there will be a chuck-wagon party and dance.

Roland H. Record, Dodge dealer at Kansas City, is chairman of the convention committee. Members include: Don Armacost, Studebaker; Benny Bentrup, Ford; Harry Rice, Buick, and Charles Rost, Chevrolet—all of Kansas City.

President Don E. Fitzgerald also has appointed an auxiliary committee of dealers from each of the seven districts in the state to help with convention plans. Members are: Lawrence A. Cooper, St. Joseph; Robert Rendlen, Hannibal; Dave Golladay, Warrensburg; A. G. Thomas, Marshall; Dan Stanley, Joplin; Zeke Striegel, Kennett, and Dave Riesmeyer, St. Louis.

W. C. Newberg Becomes President of Dodge

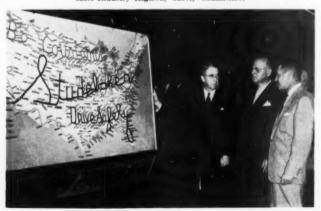
WILLIAM C. Newberg, vicepresident, has been appointed president of the Dodge Division. He has been with Chrysler since 1933 and has been vice-president of Dodge since L. L. Colbert became president of Chrysler Corp. in 1950.

E. C. Quinn, vice-president and general sales manager of the Dodge Division, has been appointed general manager of the Chrysler Division. Ernest C. Dock, former assistant general sales manager, has succeeded Quinn at Dodge.

L. J. Purdy has become vicepresident and general manager for trucks for the Dodge Division. Purdy has been with the corporation for 17 years, holding a number of production and executive positions.

Quinn joined the firm in 1934. He had been general sales manager of Dodge since 1947.

This is one way to write a safety message in script big enough to be effective! The "landwriting" tours were covered by Harry Hartz in a half-ton truck. They measured 68,000 miles and began three years ago. Hartz is now a Studebaker safety consultant. Shown tracing his routes are (l. to r.): K. B. Elliott, Studebaker vice-president in charge of sales; Ned H. Dearborn, president of the National Safety Council, and M. R. "Bud" Darlington, Jr., managing director of the Inter-Industry Highway Safety Committee.



AUTOMOTIVE -



John H. Nash Heads Austin Dealers

JOHN H. Nash, Jr., president of Capitol Chevrolet, has been elected president of the Austin, Texas, Automobile Dealers Association, succeeding Jay Smith, Chrysler dealer.

Jack Stableford, Pontiac, is vice-president and Charles Nolen, Cadillac, is treasurer. Jay Smith and "CB" Smith, Dodge, are directors. E. L. Bauknight is executive secretary.



R. E. Britton has been appointed service manager for the Southeast region of Chevrolet Motor Division with headquarters at Atlanta. He has been with Chevrolet Central Office for 25 years, most recently as advisor on dealer building facilities for the division.

Abernethy and McHenry Sell City Chevrolet

CHARLES F. Johnson of Hendersonville, N. C., and Palm Beach, Fla., has bought City Chevrolet Co. of Charlotte, N. C., from P. L. Abernethy and E. R. McHenry, who founded the company in 1935. The firm is the biggest Chevrolet dealership in the Carolinas.

Johnson, who owns several Chevrolet dealerships in the Southeast, said the firm will continue to operate under the same name and with the same personnel. About 100 people are employed.

Arthur P. Harris, Jr., has been named general manager and W. Clyde Abernathy has been promoted to sales manager, succeeding Harris.

McHenry and Abernethy, who is a past president of the North Carolina Automobile Dealers Association, made no immediate announcement of their future plans.

A former president of the South Carolina Automobile Dealers Association, Johnson has been associated with General Motors since 1922. He was manager of the factory branch of Delco Appliance Corp. at Charlotte from 1928 to 1933. He became a regional sales manager for United Motors Service and returned to the Carolinas in 1935 as Chevrolet dealer in Charleston, S. C.

At present he owns Chevrolet agencies in Charleston, Atlanta, Miami and Miami Beach.

McHenry was connected with dealerships in Tennessee and Kentucky before joining Abernethy in 1935 to found City Chevrolet Co. He formerly was vice-president of City Chevrolet and Abernethy was president.

Memphians Make Tank Parts

Prime and sub-contracts totaling \$2,363,510 for the manufacture of parts for light and medium tanks have been awarded the Memphis plant of Mechanics Universal Joint Division of Borg-Warner Corp., it has been announced by G. C. Gridley, divisional president. The plant will employ about 300 people, Gridley estimated.

Savannahians Name Kaminsky

Miller Kaminsky has been elected president of the Savannah, Ga., Automobile Dealers Association. R. W. Tarratus is vicepresident and Carl Holt is secre-



R. M. Hendrickson (top), formerly national parts and accessories manager for Nash Motors Division, has been appointed zone manager at Dallas, Texas, succeeding H. S. Baker. C. M. Tillinghast (lower photo) has succeeded Hendrickson He was formerly assistant parts and accessories manager. Tillinghast previously was district manager in the Atlanta zone and for a time was used-ear manager for Jim Burke Nash at Birmingham, Ala. Tillinghast is a cousin of Mrs. Ella W. Ford, executive secretary of the South Carolina Automobile Dealers Association.

tary-treasurer. Directors include Jack Donkar, A. K. Dearing, Rrank Druden and Coakley Thompson.

Buick Builds Warehouse

Construction has begun on a Buick parts warehouse at Chicago. The territory includes St. Louis and other Missouri areas.



Officers and board members of the South Carolina Automobile Dealers Association are (L to r.): Frank Collins, Georgetown; Ed Redfearn, Pageland; J. W. Pickens, Orangeburg; President W. C. Hamilton, Conway; F. A. Nimmer, Ridgeland; Vice-President E. H. Gaines, Spartanburg; J. T. Minyard, Anderson; Secretary-Treasurer R. C. Pulliam, Columbia; Earl Holley, Aiken; Colin Segars, Hartsville; Dave Hayes, Newberry, and J. R. Suggs, Loris. Board members not shown are Francis Hollman, Sumter; Dewey Blanton, Chesnee; L. W. Cooper, Clinton; Harold Winslow, Kingstree; Paul H. Taylor, Beaufort, and Harry Barsh, Charleston. Mrs. Ella Ford is executive secretary.

South Carolina Convention Combines Fun and Business

S ome 800 members and guests of the South Carolina Automobile Dealers Association heard Robert A. Vogeler, 17 months a prisoner of the Communists, and saw Miss Mary Kemp Griffin of Florence selected as queen of the beauty pageant at their convention at Myrtle Beach early this month.

Miss Kemp, who was "Miss Chevrolet," was awarded a \$500 defense bond as contest winner.

In addition to Vogeler, speakers included Major General Floyd L. Parks, Chief of Army Information; James C. Moore, general counsel for the National Automobile Dealers Association, and Tom Collins, publicity director for the City National Bank. Kansas City, Mo.

"Miss America" officially opened the meeting, sharing honors with the 19 South Carolina beauties who participated in the beauty pageant.

Retiring President J. A. Cochran of Chester summed up the general opinion with the statement, "It was one of our most successful conventions. Both the business and entertainment sessions were of unusual quality." Mrs. Ella W. Ford, executive secretary of the association, was complimented on the smooth handling of the entire meeting.

W. C. Hamilton of Conway was elected president to succeed Cochran. E. H. Gaines of Spartanburg is the new vice-president. R. C. Pulliam of Columbia was reelected secretary-treasurer.

In addition to the beauty contest, entertainment features included Miss Susan Reed, ballad singer, and The Merry Mutes, comedy team. The three-day meeting was closed with the traditional annual banquet and grand ball.



Oct. 11-12—Fall convention of Virginias-Carolinas Automotive Wholesalers Association, Mid-Pines Club, Southern Pines.

Oct. 14-15—Fall convention of Automotive Wholesalers Association of Alabama, Admiral Semmes Hotel, Mobile, Ala.

Oct. 14-16—Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi.

Oct. 21-23—Annual convention of Florida Automobile Dealers Association, Tampa Terrace Hotel, Tampa.

Oct. 21-23—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, Savannah, Ga.

Oct. 29-31—Annual membership meeting of National Standard Parts Association, Sherman Hotel, Chicago.

Nov. 2-6—Annual convention of Texas Automotive Dealers Association, Shamrock Hotel. Houston.

Nov. 9-11—Annual convention of Automotive Parts Rebuilders Association, Stevens Hotel, Chicago, Ill.

Nov. 14-15—Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City, Okla.

Nov. 26-28—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond.

Nov. 27-29—Annual convention of National Used Car Dealers Association, Tampa Terrace Hotel, Tampa, Fla.

Dec. 5-7—Annual convention of Motor and Equipment Wholesalers Association, Stevens Hotel. Chicago, Ill.

Jan. 27-30—Annual convention of National Automobile Dealers Association, Waldorf - Astoria Hotel, New York City.

March 20-23—Southwest Automotive Show, Sam Houston Coliseum, Houston, Texas.

April 7-8—Annual convention of Missouri Automobile Dealers Association, Muehlebach Hotel. Kansas City, Mo.

May 5-7—Annual convention of Automotive Engine Rebuilders Association, Municipal Auditorium, San Antonio, Texas.





May 16-17—Southeast Automotive Show Conference, Asheville, N. C.

May 18-21—Annual convention of North C a r o l i n a Automobile Dealers Association, Carolina Hotel, Pinehurst, N. C.

Sept. 14-16—Annual convention of Kentucky Automobile Dealers Association, Cumberland Falls, Ky.

May 21-23. 1953—Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

Penny Shows Up

Jim Burke, the aggressive Nash dealer of Birmingham, Ala., was talking about current problems to a friend on the verandah of the Buena Vista Hotel at Biloxi.

Suddenly a fellow dealer attending the Alabama dealers' convention dropped a penny. He didn't bother to pick it up. Neither did any of the several persons who had spotted the coin.

"See there," commented Burke. "Inflation has got us to where we won't stoop to pick up a penny when it's dropped."

GM Makes 161,755 Cars

General Motors produced 161,-755 passenger cars in its United States plants in September, compared with 245,777 last year.



"Miss America" was on hand at Biloxí, Miss., this month to christen the "Taxmobile" rigged up at the Alabama dealers' convention to show taxes on motor vehicles and parts. She is shown with (L to r.) W. M. Turner, Ford dealer of Selma, the new association president; Jim Burke, Nash dealer of Birmingham who arranged for "Miss America's" appearance, and M. B. Casler of Birmingham, general convention chairman. Attendance reached 562 at the three-day meeting.

Watch All Costs Carefully McKay Warns Alabamians

BUSINESS conditions in this industry today are such that "I would hesitate to gamble on almost what will happen in the next 30 days, much less the rest of the year," NADA President R. D. McKay told the annual convention of the Automobile Dealers Association of Alabama early this month.

"I see very little in the future to make me think that things are going to get better," declared the Wichita, Kan., Chrysler-Plymouth dealer. "There must be some places where we can cut down our costs. I'm going to watch my business like I haven't since the war to see if I can make a profit, and then, if things do get better, I'll make a bigger profit than I would have."

He reported membership in the National Automobile Dealers Association at 33,700, which he said was the highest figure for this time of year—just preceding the annual membership drive—in the group's history.

In an interview with SOUTHERN AUTOMOTIVE JOURNAL after his address, the Kansan explained that his customer labor had climbed from \$5,000 a month to around \$15,000 a month primarily through creating more team spirit. "The boss sets the pace for the gang." he added, and praised his general manager and 30-year-old son for joining with his shop employees in building up his volume.

Frank R. Broadway, executive vice-president of the association, was repeatedly praised for the smooth proceedings.

W. M. Turner of Selma was (Continued on page 165)

The staff of Chevrolet's Southwest region gathered to help F. C. Mengel celebrate his first anniversary as manager of the region. Shown are (1-to r.): D. G. Hart, Oklahoma City zone manager; R. M. Cash, Dallas zone manager; Mengel; R. L. Little, El Paso zone; T. E. Brent, assistant regional manager; R. R. Paulk, Houston city manager; J. R. Roach, Houston zone manager, and E. L. Alley, New Orleans zone manager.



and factory men



Shop and Service Get the Trade

A machine shop with seven departments and individual attention to customers' needs helped raise volume 20 per cent.



HE broader and better your lines and services, the more customers will look to you to fill all their automotive needs," said Webb Patten of Patten Sales Co., Inc., Miami, Fla.

"We have seven specialized shops that use factory methods in rebuilding replacement parts. We also give advice by 'phone to any customer who needs a tip on the tricks of the trade to save him time and money on a ticklish job.

"Also, under the same roof we carry the fullest possible line of parts for cars. To this complete

By Hal M. Newsome

one-stop service and to our policy of having all our skilled personnel, from the front office down, back up our lines with careful personal attention, we attribute the recent steady growth of our business.

"We regard ourselves as simply a link in the chain between two good guys—the retail shop and the factory. We understand fully that we can't get anywhere ourselves unless we see to it that the garage or dealer gets all the serv-

ice that the factory builds into each line."

A recent 20-per-cent increase in volume in three months, against the market tide at that time, is attributed to focusing sales efforts on some of the neglected items by analysis of past sales performance.

The management is continually educating both salesmen and customers to think of Patten Sales Co. on broader lines. They go on the assumption that if they can meet all of a customer's needs, he is apt to think of them first.

Patten's specialization, among

other things, on electrical, carburetor and power-brake service often gives them an "in" on other lines. And high volume from broad coverage helps them get and hold efficient salesmen, who in turn can really help the customer with his problems. Volume also produces a better and broader service organization.

Patten believes that, ideally, a salesman should have a definite sales plan in advance of every call to enable him to pass quickly over routine lines that the account already is selling satisfactorily and to concentrate on important profit possibilities that are being neglected.

Take a small garage, for example, that is doing normal amounts of work in most lines but never orders any shocks or shock parts. The salesman reminds the owner to check the shock by bouncing the front end and looking for leaks. Pretty soon the repairman begins to sell the car owners on replacing bad shocks. Both Patten Sales Co. and the shop get more business, while the car owner gets more safety and comfort.

Finding Fertile Field

"Any line shops aren't selling is a fertile field for constructive salesmanship," said Patten. "And it's the same way with every new piece of information that comes from the factory. No matter how 'sharp' it is, it's no good until the mechanic knows it and puts it to use, to make profit for himself and for us."

General Manager Norris Cruthirds passes on factory information to all salesmen in frequent refresher meetings after hours, with the foremen of the specialized shops supplying technical knowledge. When any new items or processes come into the market, the salesmen acquaint their accounts with the pertinent facts.

Said Cruthirds: "We carry many slow-moving parts, at substantial inventory cost, to serve customers on all models. We solicit accounts often enough to keep them up to date but not frequently enough to waste their

"We require a detailed sales report from each salesman on every call, just to make sure that he reminds the customer of everything he ought to have on hand to make a quick profit. On the other hand,



E. Webb Patten (right) and General Manager Norris Cruthirds work constantly to make sure that their policies of old-fashioned service and modern methods are being carried out to enstomers' benefit.

we lean over backwards not to overstock him, for we feel he would have a perfect right to blame us if we urged him to buy too heavily.

"We make every effort to keep our own inventories in balance so we may avoid too-frequent back orders, with their adverse effects on profits all along the line. Just as we ourselves extend our buying by a month or two in periods of projected scarcity, we feel it only fair to inform our accounts about market conditions as we see them.

"While we advise against 'panic' buying, in some cases and within the natural limits of their capital, we believe in giving customers the chance to anticipate their needs and save money by stocking fully in an advancing market."

Works to Avoid Gap

Cruthirds has 18 years' experience in most of the specialized shops and other departments to acquaint him fully with the problems a repair man can face. His vigorous policy of analyzing and centralizing operations has tightened up service activities during the expanding volume of the past year. He works to see that there is no gap between the service intentions of the management and the performance of each department and salesman.

"To keep our own inventories in balance and thus protect our customers, and also to step up efficiency in order filling, we put into effect a new inventory-control system this summer," Cruthirds said. "We expect it to improve our service on both counter and field sales."

The Patten management always try to consider the human element in relations with their 55 employees, as well as with their customers. If promising men fail to please their superiors, the manager investigates to see if there is any chance that they have failed to show the employee exactly what they want.

Employees Attract Customers

Patten Sales Co. prides itself on its trained, high-type personnel and realizes that many customers come to the firm chiefly because some employee really knows how to help them with their problems and takes pleasure in doing it. Sometimes the advice doesn't net the firm a cent, right then and there. But the gratitude of mechanics and shop owners is reflected in the steady growth of company volume.

To help this relationship with customers, each of the department heads has full authority to adjust any just claims with any customer. The company leans over backwards to show buyers that they are on their side in case of any slip-up due to the human element.

"It's old stuff," admitted Cruthirds, "but it's still likely to get more lip service than performance in a busy shop. We find it's often the simple and obvious things that pay off, if we just make sure they are really done!"



Texans Turned Out!

Jobbers and Boosters were there for all events of the meeting of the Automotive Wholesalers of Texas at the Shamrock Hotel, Houston, Sept. 28-29. Photos above show the opening session, "Shamburger" party and stag party sponsored by B-30. Officers (top, right) are (l. to r.): Jimmie Quicksall, secretary; J. T. Davis, retiring president; President J. B. Wilson, and Jimmy Wilson, treasurer. Below are shots of the ladies' tea and

style show and head table at the jobber lancheon. The five Houston men in the bottom, left-hand picture made convention arrangements: J. B. Wilson, A. A. Swank, Ed Neumever, Ernie Caretto and Sam Steed. The Southwest Show committee, which met during the convention, includes (l. to r.): Seated, Manager Dean Johnson, Chairman Andy Young, President John Reynolds; standing, Harold Bigras, Ed Neumeyer, W. B. Best and Joseph F. Meyer III. The convention story appears on page 164.



Alabamians Reserve Park And Boat for Meeting

RESERVATION of Grandview Park and chartering of a boat are only two of the special plans being made for the fall convention of the Automotive Wholesalers Association of Alabama at Mobile Oct. 14-15, Executive Secretary Nathan M. Roberts announced.

Headquarters hotel will be the Admiral Semmes. The park has been engaged for the sole use of the hundred or more persons expected to attend the first day's events, which will be purely for the purpose of fellowship, Roberts said. A pavilion, swimming and fishing facilities are available at the park and the chartered boat will leave from a wharf there to provide river and bay cruises that Sunday afternoon.

A fish fry will be held at 6:30 p. m. to be followed by a Hal-

loween party.

The serious side of the meeting will be observed Monday at the hotel with business sessions at which several prominent speakers will be heard.

E. D. Henley of Birmingham Electric Battery, Birmingham, is president. Officers are elected at the spring conventions, usually

held in Montgomery.

Carl Davis of Davis Motor Supply is chairman of program committee and Mrs. Carl Davis and Mrs. Emmett Hughes are cochairmen for Sunday evening entertainment and ladies' program on Monday.

The association last met in Mobile in October, 1946.

Deriso's Battery Customers Get "Special Delivery"

Bob F. Deriso of Tampa, Fla., now is using a special truck to give customers fast deliveries on batteries they buy from Tampa Auto Parts, Inc.

In addition to the extra service to customers, the truck is a good advertising medium for the firm and for Delco batteries, Deriso said

"Work has started on our 45by-75-foot building," Tracy Youmans, president of Tracy's Auto Parts, Inc., Brunswick, Ga., reported last month. "The site is about five blocks from our present store, in a more central location. We hope to be in in 60 days."



Mrs. John M. McKinney (center), president of the Boosterettes at Houston, Texas, and Carl B. Gracely, president of Automotive Booster Club of South Texas, B-30, recently presented a \$700 check to Mrs. Nathaniel H. Kern for a sun porch at the Holly Hall Home for the Aged. The money was raised at a ham supper and game party.

1953 Southeast Show Is Set For Miami Opening May 21

The biennial Southeast Show Conference will be held next May 16 and 17 at Asheville, N. C., and the 1953 Southeast Show will be held at Dinner Key Auditorium, Miami, Fla., Friday, Saturday and Sunday, May 21, 22 and 23, the board of directors decided last month.

Said Show Secretary Harry Gee, who is district manager of Federal-Mogul at Atlanta:

"The consensus of the directors at their meeting at Highlands, N. C., was that by moving the show to Miami, the largest attendance—both as to wholesalers and the retail trade—in the history of the Southeast Show would be brought out."

He reported receiving word almost immediately from several jobbers of their plans to sponsor contests for employees by which the winners would get all-expenses-paid trips to the show.

The conference, expected to be held in one of Asheville's hotels would be along the lines of the 1950 conference at Atlanta. The morning session May 16 would be for members of Motor and Equipment Wholesalers Association, the afternoon session for National

Standard Parts Association members and the next morning would be for the entire group in a conference with industry speakers.

Dinner Key is a mammoth auditorium with 80,000 square feet of space. It is situated a few miles south of Miami proper off U. S. Highway No. 1. Its area is more space than the show occupied in three buildings at Lakewood Park in 1949 and is about half again more space than was utilized in two of these three buildings at the 1951 show this past May.

Committeemen for the next

Credentials: John Colley of Atlanta, chairman; Jim Stevens, Henry Clark, Jack Alexander, B. M. Gibbs.

Show committee: Webb Patten of Miami, Fla., chairman, and Lee Proctor of Atlanta, co-chairman; Charlie Beeman, Gene Fike, Glenn Keim, John Rogers, Larry Downs.

Program: Frank Merryman of Atlanta, chairman; Lester Flowers, M. D. Taylor, Bert Kaple, Bob Coleman, Max Hayes.

Rules and regulations: Hal (Continued on page 155)

HEAVY DUTY EQUIPMENT



TRUCKS-BUSES-FLEETS

GMC's New Diesel Governor

The "Million-Miler" diesel engine, featuring the "Fuel-Modulator" governor, has been introduced throughout the line of diesel trucks and tractors produced by the GMC Truck & Coach Division.

The governor has been developed to improve combustion and fuel economy during low-speed, full-throttle operation, GMC engineers said. Incorporated with the mechanical limiting speed governor, it automatically controls the fuel input to give complete combustion, providing better fuel economy, clean exhaust and longer engine life.

The control is assured regardless of the throttle setting main-

tained by the operator.

The governor includes a low-speed spring, a high-speed spring, a set of low-speed weights, and a set of high-speed weights, similar to those included in limiting speed mechanical governor. In addition, it includes a fuel modulator spring (No. 55 in illustration) which provides governor control for the purpose of cutting back the fuel in the speed range of 600 to 1,800 rpm full load. Over this speed range the forces of the low-speed and modulator springs react against the force of the high-speed weights.

As the engine speed decreases below 1,800 rpm, the gradual reduction in high-speed weight force permits the force of the lowspeed (59 in illustration) and modulating spring (55) to open the fuel modulator gap in the governor by moving the low-speed spring cap (61) back away from the high-speed spring plunger (39).

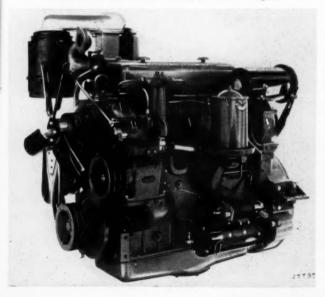
The movement of the low-speed spring cap (61) moves the operating lever (31) and the operating lever carries the differential lever (35) toward the engine, causing the differential lever to rotate around the pin which connects it to the operating lever. The rotation of the differential lever is restricted by the engagement of the roller (34) on the bottom of the lever, with the fuel modulator cam (47). The cam causes the differential lever to rotate in a direction which pulls the governor link back into the governor and thus pulls the injector racks out from the full fuel position.

During this time the differential lever torsion spring (36) opposes the above rotation with a light tension and maintains the roller (34) in its proper position against the fuel modulator cam (47). It is this differential lever torsion spring which allows the "Fuel-Modulator" to operate regardless of the throttle position maintained by the operator.

Horsepower in the four-cylinder diesel has been boosted to 150 B.H.P., compared with 133 in the former model. The six-cylinder model has 25 extra horsepower, now being 225 B.H.P.

One feature that has increased horsepower is a camshaft that keeps valves open through a greater portion of the shaft revolution, as compared with former engines. The camshaft opens the valves longer, providing freer breathing, better scavenging of

Exterior view of the GMC "Million-Miler" diesel engine.



the burned gases and a better charge of fresh air. While the "Fuel Modulator" cuts fuel waste below 1,500 rpm, the camshaft is said to improve fuel economy approximately six per cent at engine speeds above 1,500 rpm.

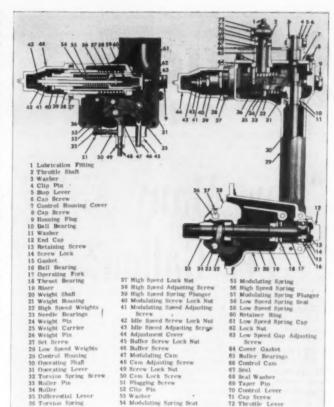
The cylinder head and cylinder block have ground faces, allowing metal-to-metal contact without need for a cylinder-head gasket. Synthetic rubber rings and strip gaskets seal water and oil openings, while a Belleville (cupped) washer-type ring seats on the individual cylinder sleeve and seals the combustion chamber.

The cylinder head is heavierproportioned, with increased wall thickness, heavier ribs and struts to minimize deflections, while the crankcase has heavier wall thickness and increased thickness of the cylinder top deck.

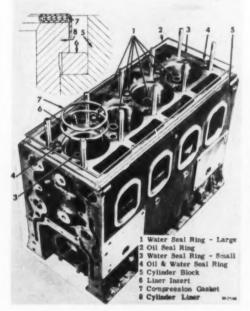
Cylinder sleeve counterbores in the top of the block are deeper and carry steel inserts for seating the sleeves.

Valves are seated at a 30-degree angle, instead of 45 degrees as formerly, to reduce pounding of the valve face at higher speeds. They are Stellite-faced for longer life.

Injector rocker arms are of the one-piece "pallet" type to improve contact and durability.



Cutaway diagram of the "Fuel Modulator."



This view of the engine block shows how the former head gasket has been eliminated so metal face of head comes into direct contact with metal of block. Synthetic rubber rings and strip gaskets seal water and oil openings. Other improvements to lengthen engine life include: stronger crankshaft, a Houde viscous damper and heavy-duty copper lead bearings for the crankshaft and connecting rods.

The crankshaft is a heat-treated steel forging, has Tocco-hardened journals and pins, roll-burnished fillets after grinding and peened oil holes.

Torsional vibration is controlled by the new damper, which functions over a greater speed range than the old type to give longer shaft and bearing life.

Both the No. 1 and No. 2 piston rings are chrome-plated to increase life and minimize the possibility of stuck rings. Oil-control rings are a new heavy-duty type and are expected to reduce oil consumption as much as two thirds, as compared with former models, according to tests by company engineers which were carried out on the new diesels.

SERVICE AND MAINTENANCE

"How Many Miles Per Gallon?"

By E. M. Lowery Technical Editor

HAT's the price of that Special DeLuxe job?" This question is usually first on the prospect's list, but is quickly followed with: "How many miles per gallon?" This one cannot be so easily answered.

Miles per gallon is dependent upon many things, first of which is the driver. Sure he has been driving 20-odd years and knows how to drive. But, does he? A recent test in which 31 experienced drivers participated, each driving the same car over the same route and under the same conditions, showed a variation of from 10.32 miles per gallon to 17.28 miles per gallon.

(with a side note to install a leaner jet). If you did this, it's a safe bet that the same driver would return with the same complaint

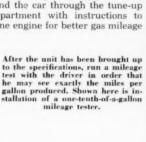
within a few days to your shop.

Too many of us attribute poor gas mileage to faulty carburetion and immediately change the calibration of the carburetor. Actually, carburetion does not apply to the carburetor alone but is the combined function of the valves. manifolds, camshaft and carburetor. For instance, if the valves do not seat properly and/or the intake valve guides are worn, the ability of the carburetor to mix air and gasoline to proper ratio is not changed, but the ability of the engine to burn the mixture efficiently is affected.

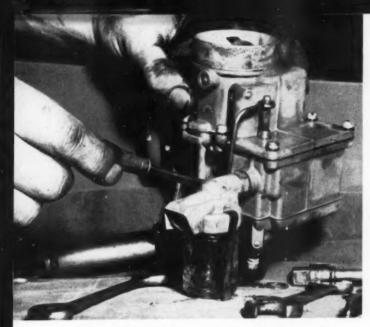
The same condition would exist if some failure occurred in the ignition system, but the carburetor could be completely removed from the engine without affecting

17.28 miles per gallon.

Just suppose the driver who averaged 10.32 miles per gallon came into your shop and registered a complaint of poor gas mileage. What approach would you use? In all probability you would send the car through the tune-up department with instructions to tune engine for better gas mileage







Efficient carburetion does not depend on the carburetor alone.

the ignition and compression. However, the slightest change in ignition and compression will affect carburetion.

Carburetion may be improved by correctly setting spark-plug gaps, installing new ignition points when needed, and correctly adjusting them; installing a new condenser, correctly timing the engine and adjusting the valve tappets to proper clearance. In these cases, the only change in the carburetor is to reset the idle adjustment.

Carburetors are designed to supply the engine with a mixture of air and gasoline to give the best power and economy over a wide range of engine speeds and loads and the calibrations are designed for correct average operations. Changes should not be made to meet unusual operations without first consulting the engine manufacturer's specifications.

Changing carburetor calibration can prove very costly, as over-rich or over-lean mixtures are detrimental to economy and long engine life.

Excessively lean carburetion results in poor economy because of loss of power. It causes flat spots in acceleration and a tendency toward burned valves and spark plugs.

Full throttle mixtures are richer than those at part throttle. This variation permits maximum power at wide open throttle and maximum economy under part throttle, cruising or road-load condition. To determine the air-fuel ratio being delivered to the engine while operating, an air-fuel ratio analyzer should be used. If the analyzer indicates inefficiency,

Technical Editor Lowery



the compression, valves, distributor, distributor spark advance curve and ignition timing should be calibrated before making any changes in the carburetor.

Faulty carburetion may result

Float level being high or

Fuel pump pressure being high or low;

Incorrectly or improperly installed low-speed or highspeed jet:

Air-bleed holes being restricted by carbon or gum deposits;

Intake manifold gaskets leaking:

Incorrectly installed throttle

Carburetor flange being loose at manifold or insulator plate;

Air cleaner being restricted; Throttle linkage incorrectly adjusted or having excess clearance.

These and many other items, such as dragging brakes, low air pressure in tires or anything that will prevent free rolling of the vehicle, will affect gas consumption. All of these should be brought to the manufacturer's standard. Then, to prove the point, a mileage test should be

Several types of testers are available for testing gas mileage. The most common is a unit which measures an exact tenth of a gallon and is connected in such a manner that the gas to the carburetor can be supplied either from the gasoline supply tank or from the tenth-of-a-gallon container.

The procedure in using this tester is to drive the car on the road at a certain predetermined speed and when this speed is reached, open the valve which allows the carburetor to draw gas from the tenth-of-a-gallon container. The speed of the vehicle should not be varied during the test, which lasts until the tenth of the gallon in the container is com-

November: Hard Starting

Hard-starting time is almost here again, so next month Technical Editor Ed Lowery will point up the angles to watch so they'll chug-chug all right on a frosty morn.

New Power Brake for '52's

A NEW power-braking system for passenger cars that eliminates the usual brake pedal and has in its place a control similar to the accelerator treadle has been announced by the Bendix Products Division of Bendix Aviation Corp., South Bend, Ind.

The control reportedly will be used on some 1952 passenger cars. It incorporates a power-brake unit termed the "Treadle-Vac." It might well be called a "decelerator," Bendix engineers said.

Movement of the foot from the accelerator to the "decelerator" is by an easy pivoting of the foot on the heel. It is said the foot movement may be accomplished in one-fourth less time than with the usual type of brake control. It has been estimated that this alone would ordinarily result in stopping the car in five feet shorter distance at 60 miles an hour, making the unit an important safety feature, as well as adding to the comfort of driving.

The Treadle-Vac consists of a power cylinder, a piston with built-in control valve and a hydraulic section including a brake-fluid reservoir. It eliminates the need for the conventional master cylinder in the hydraulic brake system.

The unit is mounted on the engine side of the toe board. The operating treadle pivots from the fire wall of the driving compartment. Pressure on the treadle is transmitted directly to the power unit through a rod protected by a rubber boot. This pressure operates the control valve in the piston.

The hydraulic section of the unit consists of a combined master and slave cylinder and a stop-light switch.

In the applied action described, the piston moving toward the hydraulic end of the cylinder compresses the brake fluid in a "slave cylinder." This pressure is transmitted through the usual hydraulic lines to the brakes. A "reactionary" force which increases in direct proportion to the amount of brake pressure applied is transmitted to the driver's foot through the brake treadle.

This gives the driver a normal feel of the brakes, permitting him to judge the amount of braking under all conditions.

Bendix spokesmen have said this device is, in their opinion, the greatest single improvement in passenger-car control since fourwheel brakes.

The clutch pedal has long since disappeared from many cars as the result of automatic transmissions. The next step in progress, according to Bendix, is to eliminate the brake pedal and have in its place treadle control of the car brakes.

Bendix engineers have been developing the Treadle-Vac device over the past several years.

It will appear as regular equipment on certain of the 1952 passenger cars to be announced in the near future, they stated.

The "Bumber Guards" Come in Are Not?

Jobbers sometimes get baffling letters from customers, but the case of the Negro woman in Marshall, Texas, is hard to beat.

She wrote to Nick Carter's Auto Parts Co., Dallas, for a set of "bumber guards." She then appeared and paid cash in advance for them. And returning to Marshall, she wrote this second letter:

"This is the girl were up in Dallas about to week ago and order some Set Eared Raets. and I aunt got now Heard from you all yet I did not where you forgot me are not Smile and please write me let me now if it have Come in are not."

Thompson Named at Memphis

G. B. Thompson has been appointed Memphis, Term., district manager for the R. M. Hollingshead Corp. Formerly zone manager for the AC Spark Plug Division of General Motors Corp., he has had 25 years in the automotive field.

Chevrolet dealers have placed more than 3,000 dual-controlled cars at the disposal of high school driver training courses.

"I thought we had an agreement that my stenographer was guaranteed safe conduct through the shop!"



Uncle Sam Analyzes 'Knock'

I NCREASED understanding of the mechanism by which "knock" is produced in automotive engines has resulted from compression-ignition studies now under way at the National Bureau of Standards in Washington, D. C.

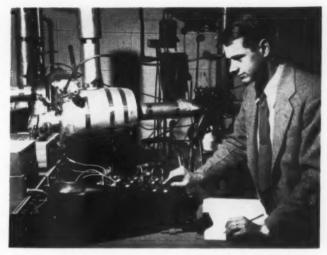
This work, conducted by W. J. Levedahl and F. L. Howard of NBS, employs a single-cylinder test engine of variable compression ratio in which a wide range of operating conditions may be simulated. Oscillograph traces showing pressure change and light emission during combustion in the test engine provide an insight into the nature of knock and can be used to correlate knocking characteristics of fuels with their chemical structure.

Reducing Fuel Consumption

With the present rapid increase in the number of automotive units in use in this country, problems of fuel conservation are becoming more and more important. Probably the best single way to reduce fuel consumption in the automotive engine is to increase its compression ratio, which means in effect increasing the pressure at which the fuel is burned in the combustion chamber. This raises the temperature of combustion and hence raises the amount of heat energy per unit of fuel that is made available to do work.

However, if the compression ratio is increased beyond the limit allowed by the fuel, detonation, or knock, occurs, with consequent loss in power and possible damage to the engine. Although this problem has been recognized for many years, it is still only partially understood.

Investigators have found that in normal, non-knocking combustion the flame initiated at the



Apparatus used at the National Bureau of Standards to study the mechanism of "knock" in automotive engines is shown here. A fuelair mixture is inducted into the single-cylinder high-compression test engine (background, lower center), which is electrically driven. Within the cylinder, this mixture is greatly compressed so that it ignites spontaneously, causing detonation, or knocking, to take place. Pressure changes within the cylinder act on a strain gauge which produces a trace on the oscilloscope at the extreme left. A photomultiplier tube receives light emitted by the reaction, causing a trace on the second oscilloscope behind the first. The camera and shield in the foreground are set to photograph both traces on the oscilloscope simultaneously.

spark plug travels evenly across the combustion chamber, generating pressure which pushes the piston down. In knocking combustion the flame progresses for a time in the same way, burning most of the charge evenly. Ultimately, however, some of the unburned charge, known as the "end gas," is compressed to a high pressure which causes it to ignite spontaneously (autoignite) and to burn with explosive violence. The sudden release of energy acts as a hammer blow on the piston, rather than a gradual push, and a shock wave is initiated which is reflected back and forth across the combustion space. A large portion of the energy released in this way is not converted to power but causes a wasteful increase in temperature.

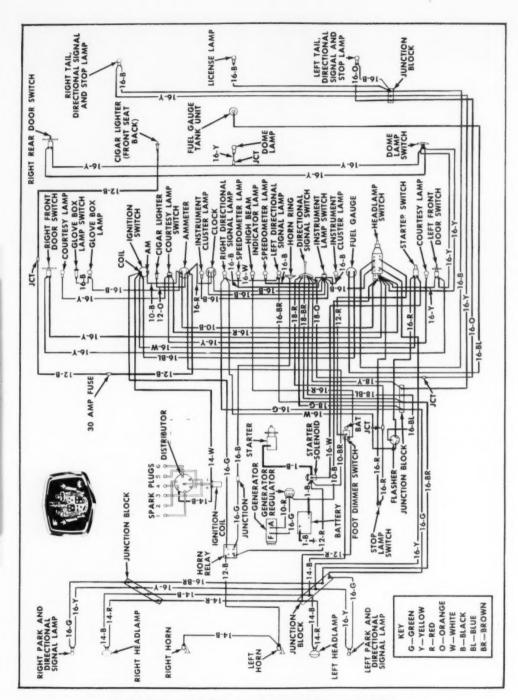
Seeking further information on the basic nature of detonation, the National Bureau of Standards is studying the conditions prevailing in the end gas. To provide necessary data, apparatus has been constructed in which the end gas is simulated. In this apparatus, a mixture of fuel and air is inducted into a single-cylinder test engine, which is driven by an electric motor known as a dynamometer. Here the piston compresses the mixture to the conditions of temperature and pressure under which autoignition takes place.

Pressure Is Traced

The pressure in the cylinder acts on a strain gauge pressure pick-up which is connected through a bridge circuit and amplifier to an oscilloscope. The pressure is thus shown on the oscilloscope as a function of crank angle, or time. At the same time, the light emitted by the autoignition is picked up by a photomultiplier tube which amplifies it and makes another trace on an oscilloscope.

The engine used in the NBS studies is a modified ASTM supercharge aviation method fuel-rating engine. By removing the springs beneath the cylinder and changing the zero setting on the micrometer used to measure the cylinder height, compression ratios in excess of 18:1 have been made possible. The dynamometer maintains engine speed at 600,

(Continued on page 134)



WIRING DIAGRAM FOR 1951 FRAZER



BRIGHTEST GAS ECONOMY STAR
OF ANY HIGH-POWERED CAR

New Studebaker Commander V-8

Its overhead valve "wonder engine" delivers a zooming 120 horsepower

Led all eights* that competed in '51 Mobilgas Run in actual gas mileage also led all sixes* in the standard classifications except Studebaker Champion

*Like many of the contending cars, the Studebaker entries were equipped with overdrive, optional at extra cost.

CURRENT PASSENGER-CAR SPECIFICATIONS Engine and Equipment

	1					-	ENG	MINE						
	2 2 2			p.		Drive		RIP	rgs	OIL		1 3	2	1
MAKE AND MODEL	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Tarable H. 1	Max. Rated H. P. at R. P. M	Camshaft D	Main Bearings	No. and Size Comp.	No. and Size Oil	Grankcase (qts.)	Air Oleaner	Oil Filter	Vibra. Damper	Carburetor
BUICK 40 Sp. & 44 Cust. Sp.	1211/2		3% x 41/8	32.51	120@3600	LB	5	20937	(11875		AC	Y	Y	St-O
BUICK 50 Super (except)	1211/2	8J	33/1 I 41/8	32.51	124@3600	LB	5	20937	11865	161/2	AC	Y	Y	St-O
Model 52)	12514	8J	3% x 41/8	32.51	124@3600	LB	5	20937	\11865 \11875	61/2	AC	Y	Y	St-C
BUICK 70 Roadmaster (ex-)	1261/4	8J	3% x 4%	37.81	152@3600	LB	5	20937	11865	18	AC	Y	Y	St-C
Cept Model 72)	1301/4	8J	3½ x 45%	37.81	152@3600	LB	5	20937	11865 11875 11865	18	AC	Y	Y	St-C
CADILLAC 61 CADILLAC 62 CADILLAC 60 CADILLAC 75	122 126 130 146 ⁸ / ₄	8J	3 ¹³ / ₆ x 3 ⁵ / ₈ 3 ¹³ / ₆ x 3 ⁵ / ₈ 3 ¹³ / ₆ x 3 ⁵ / ₈ 3 ¹³ / ₆ x 3 ⁵ / ₈	46.5 46.5 46.5 46.5		LB LB LB	5 5 5 5		11875 11875 11875	5 5 5	AC AC AC	N N N	Y Y Y	Ca-B Ca-B Ca-B
HEVROLET Styleline and Fleetline Sp. & DeLuxe HEVROLET Sty. & Fleet. (with Powerglide Drive))	115 115	6J 6J	3½ x 3¾ 3¾ x 3¼	29.4 30.4	92@3400 105@3600	G	4	21237 (11237 (10932	11863 11863		AC AC	N1	Y	RI
CHRYSLER Wind. & DeLuxe CHRYSLER N. Y. & Imperial	125½ 131½	6I V8	3½ x 4½ 3½ x 35%	28.36 46.51	116@3600 180@4000	Ch	4 5	20937 20781	21562 11875		Y	Y	Y	B& Ca
HRYSLER Crown Imperial	1451/2	V8	313% x 35/8	46.51	180@4000	Ch	5	20781	11875	5	Ŷ	Ŷ	Ŷ	Ca
ROSLEY Model CD	80	4J	21/2 x 21/4	10	26.5@5400	G	5	20625	2155	2	Fr	Fr	N	Т
eSOTO S-15 DeLx & Custom ODGE Wayfarer		61	31/4 x 41/4	28.36	116@3600	Ch	4	20937	21562		Y	Y	Y	B&
ODGE Coronet & Meadow	115 123½	6I	3½ x 45/	25.35	103@3000	Ch	4	20937	21562		Y	N	Y	St
ORD & Custom 8 Cyl	114 114	8I 6I	3% x 3% 3.3 x 4.4	32.5 26.1	100@3600 95@3300	G	3 4	20933 20933		5	Y	N ₁	N	Ow
RAZER Std. & Man	1231/9	6I	356 x 436	26.3	115@3650	K	4	20925	21550	5)	AC	Y	Y	Ca
IUDSON Pacemaker	119	61	3% x 3%	30.4	112@4000	Ch	4	2078	21875 .156	7	Y	N	Y	Ca
UDSON Super 6	124	61	3% x 43/8	30.4	123@4000	Ch	4	2078	21875	7	Y	N	Y	Ca
IUDSON Super 8	124	81	3 x 434	28.8	128@4200	G	5	2093	.156 21875	7	Y	N	Y	Ca
IUDSON Hornet	124	61	313/6 x 43/2	34.9	145@3800	Ch	4	2093	.156 21875 .156	7	Y	N	¥	Ca
AISER Spec. & DeLuxe IENRY J IENRY J DeLuxe	118½ 100 100	6I 4I 6I	3½ x 4¾ 3½ x 4¾ 3½ x 3½	26.8 15.63 23.44	115@3650 68@4000 80@3800	K G G	4 3 4	20925 20925 20925	21550 1186	5½ 4 5	AC f	Y N¹ N¹	YN	Ca Ca Ca
INCOLN Cosmopolitan	125 121	V8 V8	3½ x 4¾ 3½ x 4¾	39.2 39.2	154@3600 154@3600	G	3	20933	1186 1186	64**	Y	Y	Y	He
ERCURY	118	V8	33/4 x 4	32.5	112@3600	G	3	20933		D	Y	Y	N	He
ASH Statesman ASH Ambassador ASH Rambler	112 121 100	6I 6J 6I	3½ x 4 3¾ x 4¾ 3½ x 3¾	23.44 27.34 23.44		Ch Ch Ch	4 7 4	20930 20930 20930	21547 21547	6	AC AC	N N	YYY	Ca Ca Ca
LDSMOBILE 88 & 98	100	V8	33/4 x 37/4	45.0	135@3600	K	5	20781	11875	-	AC	N1	N	Ca-R
ACKARD "200"	122	8I 8I	3½ x 3¾ 3½ x 4¼	39.2 39.2	135@3600 150@3600	Ch	5	20935 20935	11865 11865	7	AC AC	N	Y	Ca
ACKARD "400"	127	8I	3½ x 4¼	39.2	155@3600	Ch	9	20935			AC	Ŷ	Ŷ	Ca
LYMOUTH P-22 Concord, Suburban and Savoy. LYMOUTH P-23 Cambridge	111	61	3¼ x 43%	25.35	97@3600	Ch	4	20937	21562	5	f	N	N	Ca
and Cranbrook	1181/2	61	31/4 x 43/8	25.35		Ch	4	-	21562		f	Y	N	Ca
ONTIAC 6 Model 25 ONTIAC 8 Model 27	120 120	6I 8I	3% x 4 3% x 3%	30.4 36.4	96@3400 116@3600	M	5		11863	5*	AC	N	Y	Ca
TUDEBAKER Champ. 10G. TUDEBAKER Cmdr. H. TUDEBAKER Land C. H.	115 115 119	6I V8 V8	3 x 4 33/6 x 31/4 33/6 x 31/4	21.6 36.4 36.4	85@4000 120@4000 120@4000	000	5 5	d 2078 2078	11562 11865 11865	6	AC AC	A A Y	Y	Ca St St
VILLYS Jeepster & Sta. Wag.	104	4F 6I	31/8 x 43/8 31/8 x 31/9	15.6 23.4	72@4000	G	3	2-16"	1-3/6" 1-3/6"	4 5	HH	N ¹ N	Y	Ca-Z

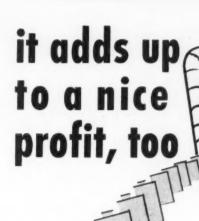
BREVIATIONS
Fr.—Fram
G.—Gear
HH.—Houdaille-Herahey
Ho.—Holley
I.—L. Head motor
j.—"88", 119½; "98", 122

J-Overhead valve
K-Link Belt or Morse
LB-Link Belt
M-Morse
N-Optional at extra coat
N-Ne
RP-Bochester
Products
P-Stombery
T-Tillotson
Y-Yes
Zn-Zenith

^{*-}Refill Ch—Chain

*--4½ dry, 6 refill D—6 dry, 5 refill
d—Top. 0937, Middle III5

*-F Head motor
f—A.C., United Specialties and Industrial Wire Cloth Products



I CAN CARB MASTER +ICAN SIX MASTER =PEAKPERFORMANCE

That's the new, sensationally fast and inexpensive motor tune-up that's taking the motoring world by storm this Spring, It's called

the new

ER METHOD

ination tune-up* for

- MORE POWER FROM ENGINES
- MORE YEARS OF SERVICE FROM CARS

* Pour a can of Six Master into the crankcase. Six Master dissolves all motor varnish, gum and carbon sludge; frees all valve mechanisms; removes all sticky substances from

rings and ring grooves, thus improving compression. Six Master also adds to the oil the 5% high detergent so important in late model cars.

*Give the carburetor a Carb Master cleaning without dismantling. (The only mechanical work required is the disconnection of the air cleaner for access to the Venturi tube, and the disconnection of the fuel intake line for access to the float chamber.) Carb Master completely dissolves all gums and sludge in the carburetor - leaves it new-metal clean. After a Carb Master treatment, any car is certain to give more miles.

> Put your own price on this service. Car owners are ready for it, because the Master Method really gives peak performance. See your jobber at once about our powerful newspaper mats and mailing pieces.

PRODUCTS WORK WHILE YOU MIDE ust Master Chemical Co Chemists

54 CREIGHTON ST., CAMBRIDGE, MASS SILENT PARTNERS OF MOTOR EFFICIENCY

NO FUSS

NO MUSS

JUST POUR

NO MORE

EDWARDS

DENNIS

UARANTE

CURRENT PASSENGER-CAR SPECIFICATIONS

Timing, Battery, Brakes, Etc.

			IG	NITIO	N AND	TIMIN	G		Battery	10	Ch	atch	Faci	ngs	Br	ake
MAKE AND MODEL	Breaker Gap (.0)	Spark Plug Gap (.0)	Tappet Clear- ance Intake	Tappet Clear- ance Erhaust	Intake Valve Opens b or a TDC	Cam Angle (degrees)	Breaker Point Arm Tension (ors.)	Cyl. Head Bolt Tension (ft. lbs.)	Cap. and Ter. Gd.	Cool. System (Qts.) No heate	Make	Thickness	Outside Di-	Inside Diameter	Type	Parking Brake
BUICK 40 Sp. & 44 Cust. Sp	15	25	15h	15h	13°b	X	19-23	65-70W	100N	13.5	L	.125	10	6	H	R
BUICK 50 Super	15	25	d	d	13°b	x	19-23	65-70W	100N	13.5		. 125	10	6	н	R
BUICK 70 Roadmaster	15	25	d	d	14°b	x	19-23	65-70W	120N	18	No		use	d	н	R
CADILLAC 80, 61 & 62 CADILLAC 75	13-18 13-18		au	au	24°b 24°b	31 31	19-23 19-23	65-70 65-70	115N 115N	18 18	L^3 L^3	.137	10½ 11	7	H	R
CHEVROLET Styleline and Fleetline Sp. & DeLuxe CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	35 35	06h	13h	1°a 16°b	34	17-21 17-21	70-80W 70-80W	100N 100N	15 15	O No		91/2 use		н	RI
CHRYSLER Wind. & DeLuxe CHRYSLER N. Y. & Imperial CHRYSLER Crown Imperial	20 18 18	35 35 35	08h 08h 08h	10h 10h 10h	12°b 15°b 15°b	341-38 271-304 271-304	17-20	EW EW EW	120P 135P 135P	15 25 25	Bb		91/41 91/2 101/4		HHH	Ps Ps
CROSLEY Model CD	20	25	06	09	5°b	46	17-20	No	90P	4	0	.125	61/2	43/2	H	RV
DeSOTO S-15 DeLx. & Custom	20	35	08h	10h	12°b	341-38	17-20	EW	120P	15	Bb	.125	91/41	63	H	Ps
DODGE Cor., Mead. & Way	20	35	08h	10h	8°b	341-38	17-20	EW	105P	14	Bb	.125	91/4	6	H	P
FORD & Custom 8 Cyl	14-16 24-26				5°b 11°b	26-28\\ 35-38	17-20 17-20	65-70 65-70		22 17.3	L	.125 .125		6	8	RV
FRAZER Std. & Man	20	32	14	14	10°b	38	17-20	30-35c	100P	13	T	.125	-2.46	6	H	RV
HUDSON Pacemaker HUDSON Super 6 & Hornet HUDSON Super 8	20 20 17	32 32 32	08 08 08	10 10 10	71/6°b 71/6°b 103/6°b	38 38 27	17-20 17-20 17-20	70-75W 70-75W 45-50W	100P 100P 120P	1834f 1834f 1834f	0	.203	913/6 913/6 913/6	63/8 63/8 63/8	D D D	RV RV
KAISER Spec. & DeLuxe HENRY J. HENRY J. DeLuxe	20 20 20	32 30 30	14 16 16	14 16 16	10°b 9°b 5°b	31-37 41±1 38±1	17-20	30-35c 60-65 60-65	100P 100P 100P	13½ 10.8 9	Bb Bb Bb	.125		6 53/8 53/8	H H H	RV RV
LINCOLN Cosmopolitan	14-16 14-16			0	5°b 5°b	26-28 26-28	17-20 17-20	65-70 65-70	120P 120P	34½ 34½	L		10½ 10½	7 7	8	RV
MERCURY	14-16	29-32	13-15	17-19	5°b	26-28	17-20	65-70	100P	221/4	Bb	.125	10	61/2	8	RV
VASH Statesman VASH Ambassador VASH Rambler	18-24 18-24 18-24	30 30 30	15 15 (15h 16c	15 18 15h 18c	6°b 8½°b 6°b	35 35 35	17-21 17-21 17-21	60W 70W 60-65W	105P	14 17 11		. 125 . 125 . 125	10	53/6 7 53/8	H S H	RW RW
OLDSMOBILE 88 & 98	16	30			13½°b	26-33	19-23	60-70W	115N	211/2	L	.136	10.5	7	H	RW
PACKARD "200" PACKARD "300" PACKARD "400"	12½- 17½	26-30 26-30 26-30	au	10 au au	15°b 15°b 15°b	Z Z Z	U U	60-62 60-62 60-62	100P	19.9 19.9 19.9	L L au	.125 .125 au	101/2	63/4 7 au	H H H	RW RW
PLYMOUTH P-22 Concord, Suburban and Savoy PLYMOUTH P-23 Cambridge	20	35	10h	10h	12°b	34}-38		EW		13		. 125	-	616	н	Ps
and Cranbrook	20	35 23-28	10h	10h	12°b 5°b	341-38	17-20	60W		1814	T	.125	91/4	6	H	Ps RW
ONTIAC 8 Model 27	16	23-28	12h	12h	5°b	21-30	19-23	60W	100N	191/2	-	.125	10	6%	H	RW
TUDEBAKER Champ. 10G TUDEBAKER Comdr. H TUDEBAKER Land C. H	20 13-18 13-18	22-27 33-37 33-37	16c 14-16 14-16	16c 14-16 14-16	15°b 11°b 11°b	38 22-29 22-29	17-20 17-20 17-20	46-50W 46-50W 46-50W	100P	10 17¼ 17¼	Bb	.125 .125 .125	8 914 914	53% 6 6	H. H.	RW RW
VILLYS Jeepster & Sta. Wag. VILLYS Jeepster & Sta. Wag.	20 20	30 30	18 14	16 14	9°b 5°b	51 38½	17-21 17-21	60-65 60-65	100N 100N	11		.135	814	51/8	H	RW

ABBREVIATIONS

1-10" on DeLx. or Windsor with std. 3-speed tering tering self-eem tering servew \$6\$ to 70 servew \$6\$ to 70

DELCO

THE NATION'S

No.

BATTERY



DELCO - and only DELCO - gives you these four great advantages

THE NO. 1 NEW-CAR BATTERY!

More Delco batteries are installed as original equipment in new passenger cars than any other make.

THE LEADING NEW-TRUCK BATTERY!

Truck manufacturers insist on batteries that are dependable and durable. That's why Delco batteries are installed in more new trucks than any other make.

THE BATTERY ENGINEERS PREFERI

No one knows batteries like automotive engineers, and they prefer Delco . . . to any other make in America today.

THE NO. 1 REPLACEMENT BATTERY!

Delco batteries are the choice of millions of car owners. For reliable starting power . . . for long life . . . America knows that Delco's the buy.

DELCO BATTERIES-A UNITED MOTORS LINE

Available Everywhere Through



United Motors Distributors



Willys-Overland Torque Specifications

Application	Torque in
	foot pound
Camshaft sprocket screws	
Camshaft gear screws	
Camshaft thrust plate screws — 4-cylinder	
Camshaft thrust plate serews — 6-cylinder	
Connecting rod cap bolt nuts — 7/16"	
Connecting rod cap bolt nuts — 3/8" with palnut	
Connecting rod cap bolt nuts 3/8" with hug locknut	
Cylinder head screws	65-75
Cylinder head stud nuts	
Engine mounting center bolt nut	
Exhaust manifold stud nuts	
Flywheel to crankshaft bolt nuts	
Intake manifold stud nuts	31-35
Main bearing cap screws	
Oil pan to cylinder block screws	10-14
Rocker arm bracket stud nuts	30-35
Spark plugs	
Water outlet to cylinder head screws	20-25
Water pump to cylinder block serews	20-25
Clutch control ball stud to bell housing - 7/16"	30-45
Clutch control ball stud to bell housing - 9/16"	70-85
Brake backing plate bolt nuts	
Differential carrier screws	38-42
Generator bracket screws	31-35
Spring U-bolt nuts	50-55
Spring mounting (front suspension U-bolt) nuts	70-75
Spring pivot bolt nuts	
Starter screws	
Steering gear to frame bolt nuts	
Universal joint U-holt nuts	
Wheel to hub nuts	
Foot pounds of torque with threads clean and dry. If the and oiled, reduce torque specification about 10 per cent.	

These revised torque-wrench specifications were recently issued by Willys-Overland Motors for four-and six-cylinder models.

Automotive Excises Rise Almost 30 Per Cent

FEDERAL excise taxes paid during fiscal year ending June 30, 1951, on automobiles and automotive products equaled the combined federal revenue from 15 states and two territories, the National Automobile Dealers Association said last month.

Pending in Congress at that time were bills to increase the tax rates of American motorists.

Automotive excise-tax receipts for the fiscal year ending June 30 totaled \$1,758,792,663, the association said. It added that this figure represents an increase of almost 30 per cent over the amount collected from the same source the previous year.

Persons purchasing automobiles and other automotive products pay approximately 75 per cent of the total manufacturer's excise tax collected by the federal government, the association emphasized

At present, automotive excise taxes represent three and one-half per cent of total revenue collected by the federal government, the association added. In addition, such taxes exceed the total of the internal revenue collections by the federal government from Arizona, Arkansas, Idaho, Maine, Mississippi, Montana, Nevada, New Hampshire, New Mexico, North Dakota, South Carolina, South Dakota, Utah, Vermont, Wyoming, Hawaii and Puerto Rico.

They are also equivalent to 12 per cent of the total corporation and profit taxes, or six and one-half per cent of the total individual income and employment taxes of the nation.

Body and Chassis Engineers Named by Kaiser-Frazer

R. L. LOGUE has been appointed chief body engineer of Kaiser-Frazer Corp. and D. H. Tillotson has been named chief engine and chassis engineer. Both men fill vacancies created by the reassignment of engineers to the K-F aircraft division.

Logue was with Briggs Manufacturing and Murray Body companies before joining K-F in 1946. Tillotson joined the firm in 1945 as chief draftsman after working with Chrysler Corp., Chevrolet Division and Buhl Manufacturing Co.

Chrysler Makes 50,000th FirePower Engine

PRODUCTION of the 50,000th Chrysler equipped with the 180-horsepower FirePower engine has been announced by David A. Wallace, president, Chrysler Division. August production of eight-cylinder models exceeded by 63.6 per cent the highest month of 1950.

"If the present rate of production is maintained, we will ship in 1951 as many eight-cylinder cars as we produced during all of 1949 and 1950." Wallace said.

Federal-Mogul to Make Bearings for Tanks

FEDERAL-MOGUL Corp. has begun preparations to make silver bearings for large tank engines and other heavy-load applications for the armed services.

Orders are being placed for \$500,000 worth of special machinery and equipment. Floor space will be made available at the Detroit plant by rearranging existing machinery. Volume production is expected by the latter part of next year.

Atlanta Engineers Hear About Bearing Life

Walter E. Thill, assistant chief engineer of Federal-Mogul Corp., Detroit, spoke on "Getting More Engine Bearing Mileage" at a dinner meeting of the Atlanta Group of the Society of Automotive Engineers last month.

Charles F. Whitmer of Georgia Power Co., chairman of the group, presided at the meeting, the first of the 1951-52 season.

Racing or Selling-Service Wins



Reading Time: 1 min., 42 sec.

The men in the service pits may get no medals . . . but their work shows up at the finish?

"Our family farm was hardly big enough to offer a living for my two older brothers let alone provide a future for me," Marty Denton, successful automobile dealer, recalls today. "Because they did all the heavy work, I became the machinery repair man. Probably that's why I got a set of books on automobile mechanics one Christmas."



Marty all but learned his prized books by heart. When the chores were done and it was too dark to work on the machinery, the lamp burned late above the kitchen table as Marty absorbed the fascinating mysteries of internal combustion engines. And he soon was using the knowledge he gained. At eighteen he left the farm for a job as helper in a garage owned by a famous race driver. Under this expert guidance, Marty advanced rapidly in ability. His long hours of study were paying off. "In this world," his race-driver boss often told him, "you win the races in the pits. If your car is serviced right, anyone can do the steering."

"Perhaps that is putting it a little strong," Marty adds, "but I soon found that in the garage as in the race track pits, it does take good service to win. A satisfied customer comes back and brings more customers with him."

Ten years later, Marty started in for himself. His reputation for service had won so many friends, his garage was a success from the start. His opinion carried so much weight with these car owners that they were constantly asking his advice when they bought cars. These sales were important enough to win him a profit-sharing agreement as a service manager with one of the biggest dealers in the state.

Marty worked, watched, learned, and saved his money. And before many years had passed, a long-cherished dream came true. On a visit to Detroit, Chrysler factory officials, after careful investigation, accepted his application for a dealership, and in short order, the years of toil earned the great reward, the big sign was hoisted over "DENTON MOTOR SALES, CHRYSLER-PLYMOUTH DEALERS."



"In a business like this, which plays such an important part in the prosperity of America," Marty sams it up, "I figure you can't go wrong if you use sound principles. All business is a race against tough competition. My answer is get a fine car, then back it

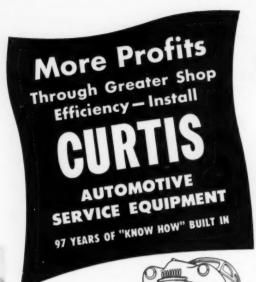
with the best in service. There's no better formula for a successful future."



Chrysler Corporation

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS

Fine Cars of Great Value





CURTIS FULL HYDRAULIC TWO-POST SHOP LIFT

HAS THESE ADVANTAGES:

- No deep pit
- 60-inch wheelbase range
- Plunger travels 72 inches above floor (tallest men work in complete comfort)
- Front and rear steel frames shipped with doors and door operating mechanisms completely assembled. (Easy installation.)
- No obstructions above floor

-CURTIS-See your CURTIS jobber or use coupon

ALSO, Single post

trucks. Single or two-post

for busses and trucks.

rotating lifts for passenger cars and light

AIR COMPRESSORS

Electric or Gasoline Motor Driven.

Vertical or Horizontal Tank Mounted.



HYDRAULIC CAR WASHER

(300 Pounds Pressure)

For better and faster car washing; more cars are washed per day-more profits for you.

CURTIS	PNEUMATIC	MACHINERY	DIVISIO
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CURTIS

- 1	-	interested	in	itams	chacks

AIR COMPRESSORS

AUTO	

Single Post 🗌 Two Post 🗍

POWER CAR WASHERS

below for complete technical information.

City Zone State

PNEUMATIC MACHINERY DIVISION

of Curtis Manufacturing Company

1938 Kienlen Ave. • St. Louis 20, Mo.

Diagnosing and Correcting Studebaker Valve Noise

RECENT service bulletin from The Studebaker Corp. on valve-noise diagnosis and correction of the Commander V-8 engine stated:

All poppet-type valves become noisy when the actuating clearances become considerably greater than recommended specifications. Also, some noise can be expected during warm-up until all valve operating parts have reached operating temperature. This article, however, is concerned with so-called "noisy valves" in Commander (H) models when one or more valve clearance adjustments have failed to eliminate the noise; i.e., when it is not possible to adjust and maintain clearance because of abnormal conditions of the type described below.

Individual Valves Noisy

If a condition is found in which only certain individual valves are noisy (will not maintain clearance adjustment), it will be necessary to remove the rocker-arm cover and inspect the rocker-arm adjusting screws and the mating tips of the push rods. It is possible on some cars to find rockerarm adjusting screws or the mating tips on push rods that were subject to abnormal and premature wear caused by improper heat treatment in manufacture. Replace worn adjusting screws with part No. 529400, rocker-arm adjusting screw, and replace push rods with abnormally worn tips with part No. 527890, valve rocker-arm push rod.

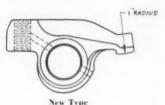
If these parts are normal, then remove the valve-lifter cover and inspect the valve lifters and camshaft cams for abnormal wear or scoring. Worn lifters should be replaced with new lifters, part No. 531696 (Std.) or an oversize lifter, part No. 531721 (.0005" oversize) or 531722 (.001" oversize), as necessary.

A worn lifter is often indicative of abnormal wear of the mating cam on the camshaft; therefore, whenever worn lifters are found. make a careful inspection of the cam. If abnormal wear of the cams is apparent, replace the camshaft, part No. 527796, with one that has a red mark at the distributor drive end of the camshaft. All camshafts in parts depot stocks are now marked as explained. Whenever a new cam-





Original Type



shaft is installed, a complete set of new lifters, part No. 531696, should be installed.

If the camshaft and valve lifters are replaced due to abnormal cam wear, it is especially important

NOW... There's no trick to removing tail pipes or mufflers!



Herbrand's No. 490



MUFFLER and TAIL PIPE CUTTERS

a Tool-of-the-Month selection

Without damage to the good part, tail pipes or mufflers can be removed quickly and easilv. The No. 490 set consists of two companion tools: No. 491 cuts internal and No. 492 cuts external.

Made of high grade hot forged alloy steel, accurately machined and heat treated. These tools cut the metal in a clean, straight line, automatically freeing the frozen connections without any damage to the good part. Made for long life under heavy usage.





- 1. Concave surface (on No. 492) fits smoothly over inside tube while cutting outside tube, prevents wabble
- 1a. Convex surface (on No. 491) fits under outside tube: does same as above for cutting inside tube.
- 2. Curved "plow share" pulls the cut tube away from good part, breaking seal of rust and corresion.
- 3. Sharp cutting edge turns up clean ribbon of metal.
- Right angle straight edge keeps tool cutting straight ahead.

The No. 490 set is Herbrand's cur-rent TOOL - OF - THE - MONTH selection. See it at your Her-brand distributor or write us.



Herbrand Tools Fremont 8, Ohio THE BINGHAM-HERBRAND CORPORATION

that the engine oil passages, crankcase, oil pan, Floto screen and valve-guide openings be carefully cleaned before the installation of the new parts to remove any metal particles that may be present.

Valve Noise—General

If the valve noise is general (not confined to just one or several valves) and frequent adjustment is necessary, remove the rocker-arm assembly and inspect the rocker arms, the rocker-arm shaft and the valve-stem ends carefully for unusual wear pat-

Abnormal wear of valve-stem ends is usually seen as a definitely worn narrow groove. In such cases install the new-type rocker arms described in the next paragraph and reface the valve-stem ends as outlined below. Also inspect all valve operating parts and the cylinder heads carefully to be sure that all oil passages are open. If oil passages cannot be cleared, replace parts as neces-

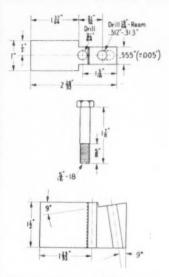
sary to assure proper lubrication of valve operating parts.

Change in Rocker-Arm Assembly

Effective with engine No. V-37230 (VC-808 in Canada), the radius on the valve contact point of the rocker arm was increased from 5/16" to 1". This results in a much greater bearing area and reduces the possibility of excessive wear at the end of the valve stem. The new rocker arm, part No. 529432, will be available through your parts depot. See accompanying drawing showing both original and new-type rocker arms.

Refacing Valve-Stem Ends

Badly worn valve-stem ends should be refaced, using your valve-seat grinder, a 2-1/4" stone, and the fixture described and



illustrated here. Before having the fixture made, be sure you can obtain the 2-¼" stone and that it can be used with your valve-seating equipment.

The fixture is made from 1-½"-X1"X2-29 32" cold drawn steel. It can be made locally in any good machine shop in about two hours. Dimensions, drilling and reaming are given in the drawing. The fixture should be adapted to the particular model of valve-seat grinder to be used.

The base of the fixture is designed so that it can be wedged between any pair of valve springs. The wedging action serves to push the springs apart, exerting





skilled hands

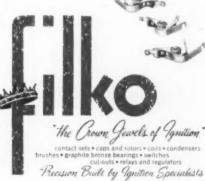
Guard Filko Quality!



Even with the most modern precision machinery and finest materials, there are certain details in ignition parts manufacturing which require the skilled hands of experienced craftsmen to add the final touch of perfection. We at Filko take pride in the perfection of details which insures that every Filko Ignition

Part reaches you as a "Crown Jewel of Ignition".

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GIAST

pressure against the seats and seat retainers and thus forcing the valve stems tightly against the valve-stem guides. When using the fixture, be sure this wedging action is effective; otherwise the refacing stone may chatter and a poor refacing job result.

The fixture should be firmly secured to the cylinder head with the special screw shown in the drawing. Contact surfaces of the fixture, cylinder head and valve springs should be clean and free of dirt. Valve spring dampers can

be rotated if required so as not to interfere with the operation of the fixture and refacer

"Loss Leaders" Sell

(Continued from page 66)

One automotive dealer from Texas, stopping by, asked Kidd if he could use the slogan. Kidd had no objection.

Kidd got his idea for the leaders from stores. However, an automotive service department can't rotate with as many different items as a store can.

"We hold our leaders to what will bring customers in most often," said Kidd. "That is why we offered greasing and washing. With those offers we have brought cars to the rack more often, helped keep them in better condition and have made happier drivers. It all adds up to a better-satisfied customer.

"The idea does bring them back more often. We can see that by looking at our card system."

In his newspaper ads, Kidd uses a talking goat, such as one saying: "Save at the Sign of the Goat."

A cutout sign of a goat, brown and white, is over the shed in the used-car lot adjoining the modern new-car salesroom and service department building. At the used-car promotion shed, Kidd hangs signs lettered: "Today's Special." His used-car sales office there is separate from his offices at the new-car sales room. Free lubrication every 1,000 miles is offered a used-car buyer as long as he owns the car. That brings return business.

Kidd is always in close touch with his business, even when miles away from it.

If he is needed, he can be reached quickly.

That is because he has a telephone in his car.

Car and Truck Rentals Rise 19 Per Cent

National volume of automobile and truck rentals increased by more than 19 per cent during the past 18 months, it was announced last month by A. J. Shaughnessy, vice-president of Hertz Driv-Ur-Self System, Inc.

Speaking in Chicago at Hertz's three-day international sales and management conference, he said that a substantial amount of this growth can be directly attributed to increasing use of rent-a-car services by travelers between cities.

"There is a definite trend," Shaughnessy explained, "toward traveling from one city to another by train or plane and renting a car on arrival, instead of driving all the way. This practice now accounts for more than one-third of our total business, compared to less than one per cent 20 years ago. Widespread acceptance of this modern travel method is also increasing passenger traffic for both railroads and airlines."





DEPENDABLE PRODUCTS FOR OVER A QUARTER CENTURY

GASCO) CASCO PRODUCTS CORP., BRIDGEPORT 7, CONNECTICUT

Regulations and News Items Along Federal Row

ADJUSTING CAR PRICES

In adjusting ceiling prices of passenger cars to reflect manufacturers' increased prices, a dealer may add to his present ceiling price the amount, in dollars and cents, by which the manufacturer has increased his price, plus his

customary percentage mark-up on such increase, the OPS has announced

In addition, the dealer may add dollars - and - cents increase on extra, special or optional equipment bought after Sept. 14, 1951. plus customary mark-up on such increases. The customer mark-

up is the percentage mark-up in effect during February, 1951.

CURTAILING TRANSMISSIONS

The NPA has announced that after October 1 the production of passenger automobiles equipped with automatic transmissions will be limited to 35 per cent in cars with a factory-delivered price of \$1,800 or less, 65 per cent in cars costing between \$1,800 and \$2,500 and 100 per cent in cars with a factory-delivered price of more than \$2,500.

The order also prohibits passenger-car builders from using engine pistons made of primary virgin aluminum.

ALLOCATING CHLORIDE

Methylene chloride, used in the manufacture of paint remover and engine cleaner, has been placed under allocation by the National Production Authority. Producers will apply to NPA for permission to ship the chemical and purchasers will apply for permission to buy.

LIMITING CAN USE

Manufacturers of Group II products, which include antifreeze, motor oils, paints and many other items, are limited to 90 per cent of their base period use of cans for a 12-month period beginning Oct. 1, the NPA has announced.

The base period was the canner's choice between 1949 and 1950. If a lighter-weight plate is used in making the cans, enabling the manufacturer to produce more cans from the same amount of material, the canner is permitted to use this additional number of cans.

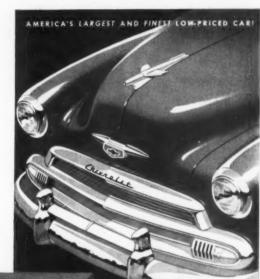
SETTING CAR CEILINGS

New ceiling prices for Chrysler and Ford products, applying to cars bought by dealers after Sept. 15, have been announced by the Office of Price Stabilization



AJAX-"THE COVERAGE LINE" OF DELUXE QUALITY JACKS

you're First with



CHEVROLET

America's
finest
franchise!



CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN

the old res are de	and new	6-passenger coupe 6-passenger	3,128.96	3,052.00
		convertible		3,796.00
ercury			Ford	
New	Old	Deluxe 6:		
Ceiling	Ceiling	Business		
		coupe	1,323.58	1,268.45
\$1,947.41	\$1,894.00	Tudor	1,416.74	1,357.73
		Fordor	1,464.94	1,403.91
2,380.10	2,315.00	Deluxe 8:		
incoln		Business		
		coupe	1,411.40	1,352.60
2.504.94	2,411.00	Tudor	1,491.70	1,429.57
1:		Fordor	1,539.90	1,475.75
	the old res are defactory. ercury New Ceiling \$1,947.41 2,380.10 incoln	New Ceiling Ceiling \$1,947.41 \$1,894.00 2,380.10 2,315.00 incoln 2,504.94 2,411.00	the old and new res are dealer base factory. ercury New Old Ceiling Ceiling Business coupe \$1,947.41 \$1,894.00 Tudor 2,380.10 2,315.00 incoln 2,504.94 2,411.00 Tudor Tudor Tudor Todor Tudor	the old and new res are dealer base factory. ercury New Old Ceiling Ceiling S1,947.41 \$1,894.00 Tudor 1,416.74 Fordor 2,380.10 2,315.00 incoln S1,504.94 2,411.00 Tudor 1,491.70 3,128.96 6-passenger convertible 70 a,891.48 Ford 10 Eluxe 6: Business coupe 1,323.58 Eluxiness coupe 1,411.40 Tudor 1,491.70



... and the price is always right!

Prime manufacturers of -

BRASS FITTINGS (1/6" to 3/4" tube size)
FUEL and OIL LINES (Gasoline, oil and diesel fuel
lines for automobiles, trucks, buses, tractors; made from
metal-lined hose, neoprene hose, or copper tubing)
GREASE FITTINGS

AIR & GREASE LINE ACCESSORIES

OTHER FAST-MOVING SPECIALTIES
Write for our complete catalog

PLANET METAL PRODUCTS CORP.

966 Dean Street, Brooklyn 16, N. Y.

C C.		
Custom 6: Tudor	1 504 50	1 441 00
	1,504.56	1,441.88
Fordor Club coupe	1,552.74 1,504.56	1,488.06
	2,029.27	1,441.88 1,944.74
Station wagon Custom 8:	2,020.21	1,344.74
Tudor	1,584.88	1 519 95
		1,518.85
Fordor	1,633.06	1,565.03
Club coupe	1,590.22	1,523.98
Victoria	1,925.40	1,845.20
Convertible	1 040 07	1 007 70
coupe	1,948.97	1,867.78
Station wagon	2,109.59	2,021.71
	mouth	
Concord:	1 547 71	1 440 50
2-door sedan	1,547.71	1,448.50
3-passenger	1 401 45	1 000 05
coupe	1,421.47	1,330.35
Suburban	1,909.93	1,787.50
Savoy	2,019.70	1,890.23
Cambridge:	1 000 00	
4-door sedan	1,608.09	1,505.01
Club coupe	1,575.14	1,474.17
Cranbrook:		
4-door sedan	1,689.86	1,581.51
Club coupe	1,662.45	1,555.85
Convertible		
club coupe	2,057.48	1,925.54
Belvedere	1,957.62	1,832.09
D	odge	
Wayfarer:		
2-door sedan	1,795.06	1,688.75
3-passenger		
coupe	1,664.13	1,565.57
Meadowbrook		.,
4-door sedan	1,909.65	1,796.55
Coronet:	*10.00100	21100100
4-door sedan	1,991.51	1,873.55
Club coupe	1,977.31	1.860.20
	Soto	2,000.20
Deluxe:		
4-door sedan	2,066.12	1,931.05
Club coupe	2,055.13	1,920.77
Custom:	2,000.10	1,020.11
4-door sedan	2,261.65	2,113.78
Club coupe	2,242.95	2,096.32
		2,030.02
	rysler	
Windsor:		
6-passenger	0.015.00	0.001.00
sedan	2,217.22	2,074.06
Club coupe	2,196.39	2.054.57
Windsor Delu	ixe:	
6-passenger		
sedan	2,420.18	2,263.93
Club coupe	2,398.24	2,243.40
Saratoga:		
6-passenger		
sedan	2,954.33	2,763.58
Club coupe	2,965.39	2,773.93
New Yorker:		
6-passenger		
sedan	3,135.56	2,933.12
Club coupe	3,107.79	2,907.13
Imperial:		
6-passenger		
sedan	3,410.76	3,190.54
Club coupe	3,399.06	3,179.60
Crown Imperi		
8-passenger		
sedan	6,123.79	5,728.25



"One slip...and no customer"

"Years ago I learned a lesson about service parts the hard way. One of my best customers needed a new coil. I replaced it with a substitute part. Just three days later that coil went on the 'fritz', and some other serviceman told him about Original Factory Parts. Well, that one slip lost me a customer, but it made me

decide there and then to use strictly Original Factory Parts... and I've never been sorry!"
Clifford Gould, 7105 West North Ave., Wauwatosa 13, Wisc.

The outstanding customer satisfaction Auto-Lite Original Factory Parts afford service men is proved by this fact: more than half of America's car makers specify Auto-Lite. Make the wise choice of Original Factory Parts and protect your honest workmanship . . . and build your business. For full information, write to

THE ELECTRIC AUTO-LITE COMPANY Toledo 1 Parts & Service Division Ohio



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From blueprint to finished product, constant inspection and testing of all Auto-Lite Original Factory Parts assures quality of unfailing dependability . . . and is proven by eshaustive tests of leading automative engineers who specify Auto-Lite as Original Factory Equipment on many of America's finest cars and trucks.

AUTO-LITE
SERVICE PARTS

TUNE IN "SUSPENSE" ... CBS RADIO THURSDAYS ... CBS TELEVISION TUESDAYS

PUTTING 'EM IN A BOOK

Louisville, Ky.

Gentlemen:

We wish to offer a little comment on your magazine. Occasionally we have need for wiring diagrams on various cars and since these are rather difficult to obtain and rather costly for the

few times that they are needed. we certainly wish to compliment you for the diagrams offered in vour magazine.

However, we have noted that on several occasions you have printed two different diagrams on the same piece of paper-that is, one on each side of the sheet. Now this makes it rather difficult A column of informal comments about the automotive trade and its problems.

for those of us who clip out the entire sheet and glue it in a scrap book. So we thought perhaps you could print each diagram on a separate sheet without too much added cost and thus help your readers greatly.

Also we have noted that several home-makers magazines make a monthly practice of publishing recipes on heavier - than - usual paper and punched to fit a standard notebook. Maybe this could be done with some of your wiring diagrams, etc., and including those always-helpful hints on repairs. What do you think?

PHILIP A. KLEIN. Francis Klein Auto Repair

Several other readers have requested that we print only one diagram on a sheet and for some months now we've tried to follow this procedure. We plan to continue it whenever possible. If you need an extra copy of any particular diagram, drop us a line and we'll be glad to send you one. At present it is not practicable for us to print the diagrams on heavier paper.

MIAMI'S THE SPOT!

Seems as how Miami, Fla., is getting more and more popular with this industry. The great Na-tional Automobile Dealers Association convention there early this year attracted more than 11,000. The new-car show staged by the Miami dealers a few weeks later drew tens of thousands of visitors.

Now Dinner Key Auditorium, on Miami's south side, will be the site of the 1953 Southeast Automotive Show, with throngs from the service industry expected.

No Streaks—No Spots ... and Won't Hurt Wax

Car Washing Compound

contains no soap . . . no alkali. Compounded of 100% active ingredients, one teaspoonful washes one car. Penetrates grease, grime, and road film and loosens them from the surface so that they flow off easily when rinsed. Can be air-dried without toweling. When used according to directions, it leaves no streaks, no spots, and will not remove wax. Will not harm chamois . . . and is not harmful to skin.

Save labor and do a perfect job with Jarrett's SUPER-DUPER Car Washing Compound. Available in 4 lb. cans, 25, 50, 100, and 200 lb. drums . . . and in 6 oz. cans for retail sales to the thousands of car owners who wash their own cars. Write for samples or for a trial order on money back quarantee.



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olden Concrete Cleaner



Tire-Brite Black Tire Dressing



"Kolor-Nu" Rubber Color Restorer



Jarrett's WITE-WALL White Sidewall Tire Cleaner . . famous for speed and economy . . . preserves the

Satisfaction Given—Not Promised

CECIL H. JARRETT COMPANY. Manufacturer and Distributor of Chemicals and Supplies, Newton, N. C.

Please address any comments to: Shop Talk, Southern Auto-motive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga. Questions about Insurance?

Ask Federaled's QUESTION BOX

Q. How should I determine the amount of insurance I should carry on my property today?

A. Inasmuch as the policy covers only "to the extent of the actual cash value" at the time of loss or damage, the replacement cost less depreciation should govern the amount of insurance to be carried.

How To Check Your Fire Insurance Rate

Advisory fire insurance rates are determined in each state by rating bureaus which must be approved by the department of insurance. Individual companies either file these rates with the department of insurance, or deviations from these rates or their own rating schedules, which must be approved by the department of insurance. Obvioulsy the fire insurance rate for any given class of risk, must be based on the probability of fire, and the probable amount of loss.

First, the construction and materials used in the building are considered. Next, the size of area sub-

sidered. Next, the size of area subject to loss by one fire. Fire walls and fire doors divide large areas into smaller areas of risk—reducing rates. Unprotected floor openings permit spread of fire from floor to floor. Approved closing of openings reduces rates. The interior finish may be unusually combustible with paper board partition, paper or cloth drapes and decorations. Replacement with fire resistant materials in some types of occupancy will reduce rates.

The proximity of adjacent buildings may create a fire hazard. Fire walls, wired glass windows in metal sash for exposed openings, adequate clear space may reduce the hazard, and the rate. The character of the occupancy is important. Is there one tenant, or more? What is the nature of their operation? Are they painting or using volatile liquids in any way?

Next, what kind of fire protection is there—both public and private? Approved private protection usually can earn rate credit. For automatic sprinklers the savings are so great the cost is usually recovered in comparatively few years.

Penalties in rates are often imposed for dangerous conditions, many of which are controllable. These include poor "housekeeping"—permitting accumulation of trash, oily rags, etc., defective wiring, defective heating conditions, gasoline or other volatile liquids in unapproved containers.

A survey and schedule of insurance rates for your risk is on file at your fire insurance rating bureau. Federated engineers are continually inspecting property insured by the company to help you reduce fire hazards. In many instances by following their recommendations, rate reductions may be obtained. This safety engineering inspection service is part of Federated's service to its policy holders.



GASOLINE SCORES AGAIN

Here is a picture of an \$80,000 loss. An employee of a Federated Mutual insured was draining gasoline from the tank of a wrecked automobile. It was being drained into an open pan when the fire flashed. Fortunately, the mechanic crawled underneath the automobile and escaped



Friend In Need

In an emergency YOUR surest "friend in need" is your Friendly Federated Man. He is highly trained to provide you with the protection you need—at a saving. For his name see your classified telephone directory or write Federated Mutual, Owatonna, Minnesota.

without injury. For a time the fire was held in check with first aid equipment. When that was exhausted and before the fire department arrived, the flames flashed back, the gas tank exploded, spreading the fire throughout the building. When the fire department arrived, the progress of the fire had spread to such an extent it could not be controlled, and the loss was total.

It is presumed that the ignition of the gas fumes resulted from the hot water heaters going on at the time the gas was being drawn. Moral: drain gasoline at a safe distance from open flame and by hose into a closed container.

"At the Ladies' Aid Society meeting many interesting articles were auctioned off. Every member had brought something she no longer needed. Many members brought their husbands."



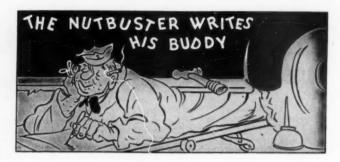


IMPLEMENT and HARDWARE INSURANCE COMPANY * OWATONNA, MINNESOTA

Dear Bill.

You aren't kidding when you say we should have been busier this year than last. We were, and I think we'll finish out the year with a higher gross each month than last year. Just about all the dealers in this vicinity who followed the predictions and put some emphasis on service are ahead of last year in volume, though the cost of doing business is up a bit too.

But I can point to a number of shops in the surrounding area that





can't paint such a rosy picture. Many of them put on a glum face over the prospect of poorer car deliveries this year, gave their service departments the usual brush off as a pain in the neck, and as a result the service business couldn't begin to pick up their deficit. Their good mechanics and body men drifted away, and their replacements—when they could get 'em—rarely proved to be money-makers for themselves or the company.

Remember how we used to joke about the Bull-of-the-Woods sitting up in his office pouring over the repair orders each day? Figured he was dreaming about a fishing trip while shuffling the orders automatically. Take it from me, he's not dreaming. He's thinking! He's whittled the unapplied time in the shop to a min-Little minute-here and minute-there losses can add up to a big figure at present-day costs and he has really been figuring to hold the line so the gains won't be eaten up by increased labor

Last month the paint-department sanders got ahead of the paint men and the drying booth. No one in there noticed it, but the Bull did. "How about laying off a couple of them?" the paint foreman suggested. "That wouldn't be a good payoff for fast workmanship." the Bull replied. "Instead, tell them they can split a bonus every month on all the polish jobs they clean up or complete, and we'll switch the overflow from the 'Beauty Shop' to them."

He always insists on having our two polishers working in a fancy, well-lighted stall at the entrance to the shop. Without saying a word to the customers, they sell more polish jobs than they can do, since they remind the customer about his dull finish. With the



Here's one good way to sell your customers the kind of winter service that gives them real protection . . . and at the same time earns a real profit for you!

From your NAPA Jobber, get a copy of the NAPA Winter Service Poster shown above. Get it up in your shop where it can be seen by everyone who comes in for service. And remind those customers that you are featuring the same winter service they've seen in The Saturday Evening Post and in Collier's. Then sell the complete, car-saving checkup-changeover that the poster recommends.

is the largest Independent Parts Organization in the Automotive Industry!



And remember: your NAPA Jobber has more than posters to help you do a real job on that winter service business. From him, you can get the genuine quality parts that your customers want. And when you deal with your NAPA Jobber, you can be sure of getting those parts when you need them. In other words . . . in any season . . . "Your NAPA Jobber is a Good Man to Know!"

USE COUPON BELOW TO ORDER YOUR POSTER

			1
-	NATIONAL AUTOMOTIVE PART	S ASSOCIATION	1
1	Detroit 1, Michigan Please ask my NAPA Jobber to b	ring me an NAPA	1
	Please ask my (No. Winter Service Poster.		
1	COMPANY		
	ADDRESS	STATE	
	CITY		

paint department taking the overflow, we're able to write up several more polish jobs without taking up any more space or hiring more men. The sanders are working faster than ever, for every extra polish job they squeeze in before quitting time means money in the envelope.

He noticed mechanics on brake jobs were calling for help from other mechanics to bleed brakes one day. "Where's the pressure brake bleeder?" he asked. "It's busy in the brake department." someone told him. "Time loss on the jobs those men left to pumpthe-pedal should buy another bleeder in about a month, I'd calculate. Let's buy a new bleeder and we'll find it in our pay checks several times after the first month."

Take it from me—he ain't dreaming when he's studying those repair orders

those repair orders.

Don't let the Halloween goblins

Yrs, Ed.

"Miles Per Gallon?"

(Continued from page 83)

pletely used. At this point, the distance traveled on the tenth of a gallon of gasoline is noted by the speedometer reading and is multiplied by ten to find the miles per gallon.

In using the tester, test should be made in both directions and at different speeds to obtain a general average. It is also suggested that the person registering the complaint be allowed to drive during part of the test. This will give you an opportunity to watch his driving habits, which may be the sole cause of the complaint. If this proves to be the trouble, remember it will require all of the tact at your disposal to get him to change his driving habits without offending him.

If all of the mechanical units are up to standard, the car will, under normal operating conditions, give the gas mileage suggested by the manufacturer. If the driver claims otherwise, it is in all probability a question of driver training.

Remember, miles per gallon is a question of driving, of car speed, wind resistance, traffic and load. The following figures show how the normal economy of a car capable of giving 20 miles per gallon at 20 miles per hour will vary in gas consumption at various speeds and driving conditions. At constant speed in high gear at 20 m.p.h., the car will deliver 20 miles per gallon; at 30 m.p.h. 19.7 miles per gallon; at 40 m.p.h.-18.3 miles per gallon; 50 m.p.h.-15.9 miles per gallon; 60 m.p.h.-12.2 miles per gallon, and at 70 m.p.h., eight miles per gallon. These facts should be explained when trying to adjust a gas-mileage complaint.

Bring the unit up to standard, run a test with the driver and prove your claims. Seeing is believing, so let the driver see the results of your test on his automobile.

Wallace of Eaton Dies

William H. Wallace. 64, vicepresident of the Eaton Manufacturing Co. and general manager of the Eaton Spring Division, died recently. Wallace joined Eaton's predecessor, Perfection Spring Co., in 1919 and became general manager of the Spring Division in 1931



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All available in one sales agreement. The only one of its kind in the industry

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DODGE DIVISION, CHRYSLER CORPORATION . DETROIT 31, MICHIGAN

again Johnnie Plug-



Johnnie Plug-Chek really made sales for me last Fall!

"The Auto-Lite Spark Plug Johnnie Plug-Chek Promotion last fall did a swell job for me... plug volume jumped and I increased sales on every item I stocked."

Proven Displays to Boost Sales of Your Key Fall Items

The Auto-Life Johnnie Plug-Chek Kit is designed to make your fall selling program more successful then ever. Contains colorful window posters and counter cards that add life to your windows... and tie you in with famous "Johnnie Plug-Chek" who will be selling for you on the Auto-Lite "Suspensel" program on radio and TV. Kit also includes sales tips to help you boost your sales by selling more to more customers. Be sure to get your Johnnie Plug-Chek Kit ... today. THE ELECTRIC AUTO-LITE COMPANY

Merchandising Division
Taleda 1, Ohio Taranto,

Wint Test Battery Now!

Check
Spark Plugs Too

UTO-LITE
PLUGS

WINT

Test Battery Now!

Spark
Plugs Too

UTO-LITE
PLUGS

AUTO-LITE

Chek helps you SELL everything you handle!

on NETWORK
RADIO...

Famous Johnnie Plug-Chek . . . on the top-rated Auto-Lite "Suspense!" program on radio and TV . . . will be telling customers to see their friendly Auto-Lite Spark Plug Dealer . . . have their

on NETWORK
TV...

cars made ready for cold-weather driving early . . . and to have "Spark Plugs Checked, Too." This means more customers and more sales for all Auto-Lite Spark Plug Dealers.



Keep Up To Date . . . Send In These Cards For . . .

- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

101. WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6—Gives full information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1988 Kielen Avenue, St. Louis 20, Mo.

192. TWELVE PAGE BOOKLET IN COLOR illustrating two specialized materials for DODR CONTROL in industrial housekeeping and plant sanitation work. Oakite Products, Inc. 22 Thames St., New York 6, N. Y.

183. FOUR-PURPOSE A U T O M O T I V E CLEANER—12 page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiator and water jackets; (3) steam detergent method of cleaning chassis, motor, underparts; (4) clean floors, grease pits, areas around lifta—all floors, grease pits, areas around lifta—all floors, grease pits, areas around material. Oakite Proceeds, Inc., 52F Thames Street, New York 6, N. Y.

164. FACTS ABOUT SPARK PLUGS AND ENGINES—To say that spark plugs are alike today, and that it doesn't make much difference which you buy is misstaking facts. The purpose of this booklet is to give you facts—to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 900 Upton St., Toledo 1, Ohio.

146. WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN. Discusses in detail straight air and air-overhydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with disgrams, cross section drawings, and photographs. Lists by catalog numbers component for Catalog KU-291. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis M. Missour, St. Louis R. Missour, St. Louis R. Missour, St. Louis R. Missour, St. Louis Plymouth Avenue, St. Louis R. Missour, St. Louis Plymouth Avenue, St. Louis Plymouth Plymouth Planck Planck Plymouth Planck Pla

188. ATTRACTIVE FOUR PAGE FOLDER showing specifications for several models of of Oakite solution—lifting steam guns. Includes all purpose, beavy duty with high pressure air or steam. Oakite Products, Inc., 22 Thamse Street, New York 6, N. Y.

114. A U T O M O T I V E MAINTENANCE TOOLS—New OTC Bulletin A-47 shows the easy, SAFE way to handle many automotive repair tuffice"—such as pulling automotive repair tuffice"—such as pulling hands, since shafts, see the principle of the such as the same shafts, such pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna. Tool Company, 889 Cedar St., Owatonns, Minn.

115. THREE SERVICE MANUALS covering service operation on International Trucks, Diamond T trucks, and Four Wheel Drive Trucks. Illustrates tools in action. Owstonna Tool Co., Owstonna, Minn.

119. RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston rings installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3693 Forest Park Blvd., St. Louis S. Mo.

123. PERMATEX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y. Brooklyn, N. Y.

124. McCORD RADIATOR-CORE CATA-LOG-Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. Mc-Cord Corp., Riopelle at E Grand Blvd., Detroit 11, Michigan.

125. STANDARD DUTY GENERATOR REGULATORS — A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indians.

127. HYDRAULIC BRAKE FLUID SERVICE — HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED — Easy reference book that contains helpful service instructions as well as detailed descriptions and fillustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-IT, Wagner Electric Corporation, 6862 Flymoth Avenue, St. Louis

131. BURD HANDY HANDBOOK FOR MECHANICS—Information on piston ring installation; also "No Job for a Dub' for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

134. STREAMLINER CATALOGS on Moog Coil action front and parts, coil aprings. Chassis parts and electrically heat-treated springs for came and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 1

135. HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS
—Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197. Wagner
Electric Corporation, 6562 Plymouth Avenue.
St. Louis 14, Missouri.

136. McCORD MUFFLER CATALOG—Contains a complete listing of muffler, tail and exhause pipes and merchanlising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 Riopelle at E. Grand Blvd., Detroit 11, Mich.

141. NEW PISTON RING CATALOG and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6151 Easton Ave., St. Louis 14, Mo.

142. IGNITION — Catalog on Automotive ignition parts, wire and catalog backed by customer satisfaction since 1921. Guaranteed by Andrews Mfg. Co., 924 S. Theresa Ave., St. Louis 3, Mo.

144. AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK & a simplified reference book for the operation, checking, tune-up and repair of auto, truck, and tractor engines. Burd Piston Ring Company, Rockford, Ill.

149. NEW PAMPHLET DES CRIBING UNIT CONSTRUCTION OF Drive Shaft Bushing and Seal Assemblies, Housing Repair Kits. Repair Units, Transmission Case Ball Seats and Special Pinion Bearing Assembly for Chevrolet cars, pick-ups and most GMC pickups. National Machine Works, P. O. Box 4305, Oklahoma City 9, Oklahoms.

150. VAN NORMAN CONDENSEED CATA-LOG — A complete and concise manual covering all beavy duty shop equipment and a complete catalog on taps, drills, dies and acrew extractors for the jobber shop, the independent garage shop or the car dealer shop, Van Norman Company, Automotive and Aircraft Equipment Div., Springfield 7, Mass.

169. NEW BLACKHAWK PORTO-POWER CATALOG NO. P-59, AND PRICE SCHED-ULE — Includes "catalog of uses," covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhau Mfg. Co., Catalog Dept., P. O. Box 613, Milwaukee I, Wisc.

161. WHIZ CATALOG NO. 48-C—Describes the complete line of Whiz Automotive Chemical designed and the state of the state of

162. WILLARD STORAGE BATTERY CATALOG—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 13int St., Cleveland 1, Ohio.

164. AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS — New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation, Catalog AX64. Airtex Automotive Division, Inc., Fairfield, Ill.

169. WILLARD SERVICE EQUIPMENT— Charging Equipment, Parts, Service Accessories, Service Tools, Testing Equipment, WILLARD STORAGE BATTERY COMPANY, 246 E. 131st Street, Cleveland I, Ohio.

172. WILLARD DRY BATTERIES — "A" and "B" Power Packs, "B" and "C" Power Packs, "B" Batteries, "C" Batteries, "C" Batteries, General Purpose Battery, Portable Lantern Batteries, Radio Storage Battery Interchange Data, Willard Storage Battery Company, Cleveland 1, Ohio.

175. HOW TO MAKE MORE MONEY REBUILDING CARBURETORS — Describes, for the first time, bow an average mechanic can become a carburetor expert in one week, with the revolutionary Hygrade Fingertip System of Carburetor Rebuilding." Tells how he can earn an extra \$2.75 per carburetor and chop 25% off work time. Hygrade Products Division, Standard Motor Products, Inc., Long Island City 1, N. Y.

180. THE LAMSON NO. 58-A AUTOMOTIVE CATALOG—A complete reference book on the most popular size of ear screws, nuts, lock nuts, cotter pins, stove botts, lock weak-ers, flat washers, expansion plugs, studs, starter bolts, and washers, ring gear, rivits, tracter bolts, and washers, ring gear, rivits, tracter bolts, high nuts, lock production points, high nuts, lock productions of the production of the produ

185. SERVICE MANUAL FOR THE DOCTOR OF MOTORS — A comprehensive and thorough reference by which puts special emphasis upon the diagnosis of consumption and the consumption and the representation ring installation. It includes special instructions to follow when working upon certain makes and models of earn, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle, Hagerstown, Indiana.

184. BATTERY SERVICE MANUAL—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interesting in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

193. WIRE & CABLE CATALOG—A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data — Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut St., Toledo 1, Ohio.

196. CATALOG presenting the entire Yeahes line of lamas, mirrors, and specialties in twelve pages. Each item is illustrated text given in condensed form, items are clearly field for quick reference. Catalog is Kalamesoo punched for filing. A seperate page is devoted to a description of the various point of an entire. Norwalk, Connecticut.

197. SPARK PLUGS—Condensed four page appetiteation folder for passenger care, including 1981 models. Plug Chek." Indicator and Data Book also available. This service tool is designed to assist service men in diagnosing spark plug beat range problems. The Electric Auto-Life Co., Merchandsing Division. Champiain & Chestnut Sts., Tolesis 1, Obio.

214. THE WHYE AND HOWS OF VOLTAGE REGULATORS — Explains in simple language, every detail of Voltage Regulators—how they work, why they are important how to adjust and service them. In 16 page handy pocket size edition, with many working drawings to clearly and illustrate the laxit. Standard Motor Products, Inc., Long lained City 1, N. Y.

THE TREMIND THE SCENIES"—Packs and figures on how heavy duty lightlion Paris differ from others and why they are needed "BEHIND THE SCENIES" describes how long, life, peak performance are built into heavy dest gratition parts. Written in non-technical languages. STANDARD MOTOR PRODUCTS, Inc., Lean Jeland City, J. N. Y.

292. "WHAT PRICE QUALITY" — Beed how ignition parts abould be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-behaloul harguage, Standard Morr Products, Inc., Long Inland City 1, N. Y.

233. NEW 40 — PAGE BLACKHAWE.
WRENCH CATALOU NO. W81—Lidets soches,
box-type and open end wrenches and este, including new "Neggett" double-duty drive
societ vremokes. Blackhawk Mfg. Co., Milwanked I, Wiss.

257. RUBBER PRODUCTS—A condensed catalog designed for parts references work inst released. It contains handy simplified identification and illustrations of floor mate, padal pade, motor mounts, and rubber bushings. Anchor Rubber Products Ins., 1725 London Road Cleveland 12, Ohio.

362. OIL FILITER HERCHANDISER-Those Extra Dollars and how to get them in Oil filter service makes. All the facts on new Wix makes them the Cabinet Morchandisor and Wix Director. Wix Assumeries

STR. COOLING SYSTEMS, WHAT YOU SHOULD ENOW ABOUT THEM—16 pages, concisely written and clearly illustrated with diagrams and pictures. Tells you everything you need to know about the mechanics of cooling systems, belps build a better cooling systems, belps build a better cooling system pervise. Warner-Patterson Co., 200 system pervise. Warner-Patterson Co., 200 S. Michagan Ava., Chicago 5, Ill.

272. FREE CATALOG BULLETIN NO. 1960 describes Blackbawk's new "portable lift," the J-12 LIFT-POST Hydraulis Jackbawk Mrs. Ca., Milwanios I, Wissen-Blackbawk Mrs. Ca., Milwanios I, Wissen-

200. THE BICHLITE MFG. CO. has available for distribution a colorful and fully illustrated 25 page catalog of exhaust deflectors, are also as a color and a color

587. VAL-VIN-HED — Attractive entains abase containing information about the new VAL-VIN-HED-SHLEINCER designed to perform three important functions in a motiva with overhead valves and rocker arms. Blences valve eliciting noise, provides overhead in the contained of the contai

214. WAGNER BRAKE PARTS CATALOG

—A handy ONE-POINT reference to fastmoving brake parts and lining, oversite
popular models of care and trace
also lists complete stock bonded lining segments available to those interested in bonding Balas is their own shops. Wagner Electric Corporation, 6862 Physicath Avance, St.
Louis 14. Missouri.

221. COMPLETE CATALOG DATA BOOK ON SPRAY FAINTING — Binks Catalog 197 in pucked with 25 segme of spray painting equipment, everything required for automotive refinishing spray guns, gyray bootks, air compressions complete cutfits, entractors, respirators, home and accessories.

Also, car washing guns, dusting and cleaning guns. Binks Mfg. Oc., 3134 Carroll Avo., Chicago 15, Ill.

222. NEW 22 PAGE CATALOG of lighting and reflecting equipment in new available upon request. Do-Ray Lamp Co., 1666 S. Michigan Avenue, Chicago S, Ill.

222. BRAKE LINNING — A new 18 page condensed catalog together with comprehensive dealer wall chart listing brake lining recommendations for all popular passenger cars, commercial care, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Beston Corp., P. O. Box 266, New Cartle, Ind.

\$24. ATTRACTIVE FOUR PAGE CATALOG PEATURING method of operation of the new Wavewash Automatic Jet Car Washer. Phillips Pump & Tank Co., 1652 State Ave., Cincinnati 4, Ohio.

281. CELLO GRILLE GUARD catalog pages showing the many types available fee both cars and trucks from 1944 to 1951 models. Celle Products Co., E. Baston 25, Mass

236. NEW FILKO IGNITION PARE.
CATALOG — Big 166-page catalog contains complete listings of all Filial Ignition Baplacement Parts for produced Ignition Baplacement Parts for produced but and tractor.
Distance of the Parts of th

233. DIRECTION SIGNAL S V S T E M S SUIDE showing stop by step precedure in servicing direction signal systems. Includes circuit diagram as well as TUNG-SOL flashor unit replacement shart. Tung-Sol LeanWorks, Inc., 95 5th Avenue, Newark 4, M. J.

280. COMPRESSOR BOOKLET costalales treaty-four pages analyzing the features embedded in the construction of equipment used and successions of the related design. Booklet castures two stage hall or roller bearings, two stage hall or roller bearings, two stage automatic, single stage automatic and succession of principles of the confidence of the stage of the stag

246 RADIATOR AND WATER CLEANER—catalog describing new radiator and water selenter. Unit may to install, priced co-monitolly, two models fit all cars, trucks and buses. Cartridge many and quickly changed. Pram Corporation, Providence 14, R. L.

350. NORHE INFEARED OVEN - Tuchnical Bruchare destribes Auto-Brade, Moulislafate and the state of the state of the fifth of the state of the state of the state filter of the state of the state of the state filter of the state of the st

261. PACKAGED SPRAY BOOTES — 136 different packaged automotive spray bestimations of the party for the packaged to fit the party requirements of all car and body slow dealers. Four-page specification brochure give complete technical details. American Brake Shee Company, Kelliser Div. VI Humbold Sh. Leebesche S. E. T.

383. WILLARD CABLES AND ACCESSORERS CATALOG, Rustrates and describes battery cables, ground straps, primary and secondary wire, terminals, hold storms, service tools and allied products. Replacement data. Technical information, Willard Storms Rations Co. Chroniand I. Obies.



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265. TUBE AND TIRE REPAIR CATALOG in a bandy 6" x 6" edition. Contains 23 pages. Each ites lituatrated and fully described. Catalog is punched for hanging mag tabelone for easy refevence. J. W. Spoaker Corp., 2009 North Well St., Milwaukee 12, Wiscosain.

256. G-E SAPETY LIGHTING SERVICE MANUAL — Tells how to sell automotive lighting service. How to sim beadlamps. What lamps to stock. Fully limited and packed with places Fully limited and packed with places papartness, General Electric Sc., Nela Park, Cieveland 12. Ohio.

359. HYDRA-MATIC TRANSHISSION EX-CHANGE — Complete literature includes detain of Hollingsheed exclusives memoral in gether with instruction memoral and installation. The memoral in the installation of the memoral in the memoral in the memoral in the memoral Motors C. Authorizad General Motors Desires 2556 South Michigan Ava., Chinage

364. "DOLLARS FROM DIAGNOSIS"— Tells how to set up and operate a profit paying Diagnosis Department. Shows how Diagnosis increases all-around efficiency and builds customer goodwill. Ask for "Dollarefrom Diagnosis" and cupy of Islams Sun Catalog'l Sun Electric Corp., 6323 Avendale Ave., Chicagb 31, Ill.

562.—NEW AUSCO JACK CATALOG-Shows complete line of hydraulic and mechanical jacks, including Floer Jacks, Curl Jacks, Bumper Jacks, new Saf-Lift bi-po-Jack and many others. 18 pages, fully flow trated with complete descriptions and specifications. Auto Specialties Hig. Co., St. Joseph, Michigan.

564. AUTOMOTIVE SAPETY LIGHTING DBVICES — A new automotive calcing illustrating reflectors, directional signals, talling and the same to be supported to the same to the same to be supported to the same to the same to be supported to the same to the same to be supported to the same to be supported to the same to the same to be supported to the same to the same to be supported to the same to be supported to the same to the s

265. FRONT END SUSPENSION — Parks the rods and king both sets. Two new cestage offering case and convenience in establishing part identification, description, manufacturer's number and quantity used per car. Front end service poster and direct mail post cased are being offered with estalogs. Harnbey Metal Products, inc., Dereby, Com.

369. LUBRICATION CATALOG — Complete the automotive inbrigating equipment, including cabinets, guas, grease fittings, accessories, adapters, installation degrams, installation instructions, technical data. Write Are Enutament Corporation, Eryan, Obic.

272. FAULTT BRAKES — Bed Brekes cause wore accidents than any other mechanical defect. A free PEDAL BLOK is yours for the asking. American Brakeblok Div., 4616 Merritt Ave., Detroit 9, Mishigan.

\$74. NEW CATALOG rendy for distribution. A new four page folder lifustrating and deacribing new Model "B" Automatic One-End Lift. Automatic Steel Products, Inc. Canten, Ohio.

374. ELECTRIC WINDSHIELD WIPERES-New fully 'limitated 25 page color catalog giving complete information on dual assingle models. Also contains motor and paris cross reference chart and detailed application chart for both passenger cars and trucks. American Bosch Corp., 3864 Main St., Springfield 7, Mass. 278. STREAMLINED CLUTCH CATALOG NO. CPI4A — providing complete listings of ReNu-Accurate Clutch Seta, clutch plates, assemblies and other popular clutch items with vehicle part number interchange for twenty-sight most popular passanger care, trucks and buses. Accurate Parts Mfg. Co., 12485 Euclid Ave. Cleveland 6, Ohto.

878. SHOP EQUIPMENT LITERATURE— Bulletins on Lee End Lift, portable sir-operated auto end lift; Lee Handy Lift and Lee Stands. Automotive Equipment Manufacturing Co., 1100s So. Alameds, Lynwood, Calif.

889. SOLVENT CLEANING.—New fully illiuntrated 42 page chiltie bookles giving spesific date and procedures for economical removal of carbon, greese, dirt appaiet freem metal surfaces. Oakite Products inc. 163 I Thames St. New York S. N. T.

362. V.BELTS-Full information and catalog on "Factory Frash" V Belts, V Belt Displaye, etc. Durkes-Atwood Co. Dept. SAS, Minacapolis 13, Mina.

231. THEE SAVING, LABOR-AIDING IM-PACT TOOLS—Price list, complete details on electric Impactools, sockets & accessories, and thirteen common jobs where Impactoo can save up to 90% of time required by hand wrenches. Ingereoil-Rand Company, 11 Broadway, New York & N. Y.

ass STRAM DETERGRAY CLEANING— Fully fillustrate folder in color, describing the time and cost caving of control of the cleaning in connection with inclustral great tenance operations. Describes an define the three simultaneous actions of steam detergrave cleaning. Oakite Products, Inc. 22 Thames 84. New York 8, N. Y.

387. HIGHWAY BAPETY DQUIPMENT—
A two color, tweive page presentation of the
eather Anthes line. Instance the new Anthes
Mirrors and Stop Likes. All items are clearly
described and plainly numbered with carton
packing and shipping weight. Kalamanoo
punched. Write for your supply. Authes
Perce Offer Co. Port Maddeen, Lown.

283. FAST-SLOW BATTERY CHANGESS—An 3 page booklet describing a new cra in simplified battery charging together with features of new Fow Power Obarger, Fox Products Co., 4720 N. 18th St. Philadelphia 41.

380. "FACTS OF LIFE-ENGINE LIFE"
15 page booklet on common engine troubles
and corrections, with emphasis on the non
mechanical tune-up. Illustrated throughout
Gives the complete story on oil additives, also
selling tips and instructions for us. Castic
Division. Hastings Manufacturing Co., Haetlags, Michigas.

296. BODY REPAIR & PAINT GUIDE 22.00. Well illustrated 100 page book gallished only after extensive research. Contains all the proper body repair and auto painting procedures, including shrinking metal, spray gun technique, graining, torch soldering and procedures, including shrinking control of the property of the p

391. MOTOR CRACK REPAIR is full described in Tincher Products Company new 23 page manual. This manual contain specific repair routines for cracks in every section of motor. Fully illustrated with disgrams and photographs. Tincher Product Co. Sycamore, III.

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SOUTHERN AUTOMOTIVE JOURNAL 806 Peachtree St., N. E. Atlanta 5, Ga.



300-Wrecker Unit

The Mustang wrecker and service unit, available in hand or power-winch models with a 6,000-lb. rating, has been announced by W. T. Stringfellow & Co., Inc., 125 12th Ave., N., Nashville, Ten-

Operating position of booms ranges from parallel to vertical. They are equipped with swivel-type sheave head

for easy hook-up. Booms may be raised or lowered by winch line while load is attached. The complete unit can be bolted to floor and frame of truck without welding, according to the manufacturer.

Want more information? Use cou-pon on page 114 and you'll get it!

301-Drum Attachment

A floating drum attachment, designed to service truck drums that are detachable from hubs, has been placed on the market by Barrett Equipment Co., 21st & Cass Ave., St. Louis 6, Mis-

The set consists of three step cones, two 61/2" face plates, two 9" face



plates and a compression spring. The cones handle 106 specifications of drums used on Chevrolet, GMC and Ford trucks. The attachment is available in three sizes of bore to fit 1", 11/2" and 2" arbors of popular drum lathes.

Want more information? Use coupon on page 114 and you'll get it!

302-Clearance Sockets

A series of ¼" drive, 2" deep, bolt-clearance sockets has been added to the line of Bonney Forge & Tool Works, Allentown Pa

The sockets are available singly or in a set of eight progressive sizes from 3/16" to 7/16". They are especially recommended by the manufacturer for ignition, carburetor, radio, dash and interior work on cars. The sockets are packaged in a display carton, the announcement said.

Want more information? Use coupon on page 114 and you'll get it!



* No trouble to put in any make car * Assures only fine-quality filtration

Here's the answer to all the old problems of installing gasoline filters on modern cars. Rayclean is so compact, so light in weight that it fits almost anywhere. No more special tools needed — just break the fuel line at any convenient point and hang the filter right in the line. No other support is needed.

Manufactured by Sparkler, the Rayclean filter utilizes the same principles of precision filtration that Sparkler has employed in the critical industrial, chemical and drug fields for

more than 25 years.

Inside the streamlined housing, a series of three dual-surfaced filter discs provides exceptionally large filtering area. The discs themselves are covered with non-woven rayon cloth, a special synthetic fabric that does not permit fibers to come loose to clog carburetors, Dirt, rust, sludge and gummy particles are caught and held on the surface — there are no channels through which unfiltered fuel can by-pass the filter element. All other points of possible bypassing are positively sealed, so that fuel can follow only the right path through the filter.

Made of aluminum, Rayclean filters have a large, unbreakable chamber to hold all accumulated sediment and water between cleanings. It's a hig-profit item in a little package that means less work and more satisfied customers for you.

List Price, with fittings ...

See Your Jobber SPARKLER MANUFACTURING COMPANY Mundelein, Illinois



Cross - section showing how design assures surface - type



Photo showing installation in vertical fuel line.



Photo of normal horizontal installation.

303-Tool Catalog

An 80-page, pocket-size catalog on its full line of Duro-Chrome tools has been issued by Duro Metal Products Co., 2649 N. Kildare Ave., Chicago 39, Ill. Individual tools and sets are shown. General-purpose and special tools are included.

Want more information? Use coupon on page 114 and you'll get it!

304-Weight Tool

A redesigned D & T wheel-weight tool, made of chrome-vanadium, dropforged, heat-treated steel, has been placed on the market by Turner Manufacturing Co., Kokomo, Ind.



It has features for applying and removing weights, opening or closing clips, removing hub caps and cutting weights to smaller sizes, according to a company announcement.

Want more information? Use coupon on page 114 and you'll get it!

305-Brake Manual

A 52-page, revised edition of its Brake Service Manual has been issued by Grey-Rock Division, Raybestos-Manhattan, Inc., Manheim, Pa.

The book covers adjustment and relining procedure for brakes on passenger cars, trucks, buses and trailers. The section on trouble-shooting has been expanded. Included for the first time are Chrysler disc brake, Wagner FR2, FR2S and FR2SD, Timken dual primary and Bendix Twinplex.

Want more information? Use coupon on page 114 and you'll get it!

306—Car Heaters

Model 300 fresh-air heater (top photo) and Model 200 recirculating type have been announced by Arvin Industries, Inc., Columbus, Ind.

Model 300 is said to give 50 per cent more heat and occupy 50 per cent less space. It fits 1949-51 Chevrolets, 1949-



51 Pontiacs and 1950-51 Fords. It permits triple control of temperature and circulation through a variable-speed blower switch, dash temperature control and defroster control.

Model 200 is said to fit most cars and trucks. The core is at the top of the heater and a 7", 8-blade fan forces heat downward toward passengers' feet.

Want more information? Use coupon on page 114 and you'll get it!

307—Chrome Coating

Chrome-Gard, a clear coating designed especially for protecting the "flash" chrome trim being used on many new cars, has been announced by Liquid Glaze. Inc., Lansing 6, Mich.

by Liquid Glaze, Inc., Lansing 6, Mich. Available with a rust-dissolver solution, the product is said to be useful for restoring and protecting chrome on older cars.

Want more information? Use coupon on page 114 and you'll get it!

308—Welding Catalog

A catalog featuring seven "Shop King" arc welders has been issued by Precision Welder Manufacturing Co., 660 W. Grand Ave., Chicago, Ill. It illustrates the models and gives general and technical description of construction, uses and output.

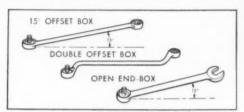
(More New Products on page 120)



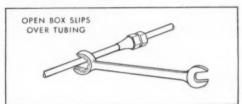
- Ignition parts
- · carburetor kits
- cable and wire

Momo How to do it right with to mechanics WILLIAMS BOX WRENCHES

Williams Box Wrenches are extremely popular because their thin walls allow them to be operated in close quarters. A 12-point box wrench will continuously rotate a nut where the swing of the wrench is limited to only 30°. Since the nut is gripped on all sides slipping of the wrench is eliminated.



Most commonly used are the 15° offset and double offset box wrenches. They are offset in such a manner to provide clearance for obstructions in the working area and space for the mechanic's hand. Open-end box wrenches, having the same opening in each end, are particularly useful in tight corners. Where one head will not operate the other will.



Flare Nut Pattern "Superrenches" are designed especially for use on non-ferrous flare nuts and fittings found on hydraulic and pneumatic tubing assemblies and air conditioning equipment. The 12-point openbox end slips over the tubing and has a thick head face, an assurance against marred fittings in final tightening. Structural Box "Superrenches" have long sturdy

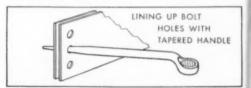
handles for extra leverage on heavy work. Tapered





ends are easily inserted into bolt holes to bring them into line. Handles are offset to clear obstructions.

Williams Striking Face Box Wrenches are made in straight and offset patterns. They are designed for heavy work where large nuts must be set up tight or frozen nuts loosened.



All Williams Box Wrenches are drop-forged from selected steel and fully heat-treated for maximum strength.

Copies of this and other "Memos to Mechanics" are available free upon request.

OPEN END, BOX, ADJUSTABLE & RATCHET WRENCHES; DETACHABLE SOCKETS & SETS; IMPACT SOCKETS, TOOL HOLDERS, LATHE DOGS, "C" CLAMPS; CHAIN PIPE TONGS & VISES; FLANGE JACKS; PLIERS; SCREWDRIVERS; PUNCHES & CHISELS; SOFT FACED HAMMERS; HOIST HOOKS; EYE BOLTS; ROD ENDS; CRANK & BALANCE HANDLES; THUMB SCREWS & NUTS; BODY & FENDER TOOLS.



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The highest precision standards in the automotive industry control the manufacture of Michigan Hi-Therm Bearings. Patented Thin-Wall construction and tolerances plus or minus .000125" assure economical, trouble-free performance that never lets you down . . . never costs you money, in "make-good" adjustments.

- Built by a 'Basic Supplier' to the Industry for More Than 25 Years

& BRASS CORPORATION

Detroit 11, Michigan

More New Products

(Continued from page 116)

309—Safety Flags

A "Safety-Flag" kit for daytime warning in case of a flat tire or accident on the highway has been introduced by A. G. Busch & Co., Inc., 2632 N. Central Ave., Chicago 39, Ill.

The kit includes two red canvas flags with wooden handles and two pointed spears tapered for staking in ground or cracks on highway. The container for the flags has metal ends for protection of trunk or tool box from pointed ends of spears.

Want more information? Use coupon on page 114 and you'll get it!

310—Fender Fasteners

A fender fastener that can be used to replace anchor nut on a car body over a ½" to ¾" body-panel hole has been announced by Steck & Sharp, 1312 Bolander Ave., Dayton 8, Ohio.



After being installed, fastener remains in body, permitting reinstallation of fender without losing fastener, a company announcement stated. It is used with a ¾"-long cap screw that permits use in narrow dog legs and wheel housings. The fasteners are installed quickly and easily from outside of car body.

Want more information? Use coupon on page 114 and you'll get it!

311-Radiator Shield

An all-metal radiator shield for cars, trucks and buses, controlled automa-



The Weathervane, as it is
called, automatically opens or
closes the louvres to keep motor at peak performance, a
company announcement
stated. It need

not be removed during the summer since open louvres provide maximum ventilation. One model is said to fit most popular cars. A manually-operated model is also available.

Want more information? Use coupon on page 114 and you'll get it!

312—Battery Charger

An 80-amp rapid battery charger, housed in a portable cabinet on wheels, has been added to the line of Associated Equipment Corp., 5147 Natural Bridge Blvd., St. Louis 15, Mo.

The RG-80, as it is identified, has a venturi-type, unrestricted cooling system and a transformer designed to give longer life. It is equipped with a circuit breaker to protect against overloads and line surges and a balance-spring time clock that gives automatic shut-off at end of charge.

shut-off at end of charge.

Want more information? Use coupon on page 114 and you'll get it!

313—Heavy-Duty Points

A heavy-duty breaker arm and bracket assembly, interchangeable with points used on its pressure distributors, has been introduced by Holley Carburetor Co., Vancouver & P. M. R. R., Detroit, Mich.

The contacts are made with a vent in the center of the stationary disc to



permit air to surge past the contact faces when they are opened. This is said to prevent cone-shaped deposit of transferred metal and greatly improve service life.

Want more information? Use coupon on page 114 and you'll get it!



Binks offers Nationwide 24-HOUR SERVICE

so you can spray without delay

A few BINKS products for the auto shop

- · spray guns
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 extractors
- partable spray units
- wax spray units
- sound deadening equipment
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Here's Binks setup for fast action on repairs to your finishing equipment. Your Binks jobbers can supply many parts, handle minor repairs and help you in other ways. Major overhauling of spray guns and other Binks equipment is done at your nearest Binks service office. Reconditioned equipment is usually on its way back to you within 24 hours.

As our country's defense program gets rolling, all equipment must work harder and serve longer. Immediate service of spray finishing equipment will become more and more important.

You'll get fast repairs and counsel through Binks Nationwide Service Organization. Binks engineers can also help you select and maintain your finishing equipment.

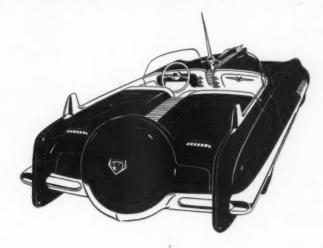
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Binks

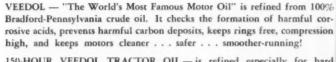
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150-HOUR VEEDOL TRACTOR OIL—is refined especially for hard working tractors from 100% Bradford-Pennsylvania Crude. Veedol's superb quality is apparent to tractor owners because it stands up for a full 150 hours of service in gasoline fueled tractors and reduces oil consumption in all tractors, regardless of fuel used.

You profit—so does your customer—when you sell "world famous" VEEDOL. Veedol Oils and Greases are sold through independent distributors. Write for information today!

TIDE WATER ASSOCIATED OIL COMPANY
New York Tulsa San Francisco *Tulsa,
Thompson Bldg. *Atlanta, Rhodes-Haverty Bldg.





315-Impact Tools

A line of automotive air-impact tools for faster and easier nut running has been introduced by Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y.



Three sizes are available: No. 304 for work up to ½" bolt size, No. 308 for work up to 5%" bolt size and 310 for work up to 1" bolt size. A standard attachment that can be applied quickly changes sizes 304 and 308 from nut runners to multi-purpose units that will drill, tap, ream, drive screws, etc. Want more information? Use cou-

pon on page 114 and you'll get it!

316-Oil Tester

An oil tester, made especially for use with heavy-duty "detergent" oils, has been added to the line of Wix Accessories Corp., Gastonia, N. C.
The tester permits service man to

show customer whether his oil is ac-

REMOVE



tually contaminated or simply discolored by suspended combustion soot, a company announcement stated. A sales kit is furnished with the Dirtector, as the tester is called.

Want more information? Use coupon on page 114 and you'll get it!

317-Windshield Washer

A windshield washer that sprays water on both sides of the windshield when driver presses a plastic flask has been announced by Plaze, Inc., 339 S. Vandeventer Ave., St. Louis 10, Mo.

The Cee-Cleer washer, as it is called, is said to fit all cars. It can be installed in a few minutes and removed and placed in glove compartment when not in use, if the driver wishes.

Want more information? Use cou-pon on page 114 and you'll get it!

318—Deodorizer

The Scent-Flo wafer-type deodorizer for use in cars to neutralize unpleasant odors has been announced by Surco Products, Inc., 918 Wylie Ave., Pitts-burgh 19, Pa. It is available in pine. fresh-spice or floral-bouquet scents.

Want more information? Use cou-pon on page 114 and you'll get it!

319-Plastic Coating

Syn-Cote, a plastic-based coating that can be sprayed on metal and wood surfaces to protect against oxidation and corrosion, has been announced by Roscoe Turner Aeronautical Corp., Indianapolis 44, Ind.

The coating is non-inflammable and pliable so it will not crack or peel. Two coats will cover the average car, in-cluding chrome. One coat will protect car finish for about two years, according to the manufacturer.

Want more information? Use coupon on page 114 and you'll get it!

320—Shock Eliminator

Stop Shok, a colorless compound that is said to prevent shocks from static electricity caused by plastic seat covers, has been placed on the market by Electro-Chemical Products Corp., 60 Franklin St., East Orange, N. J.

The compound is sprayed on from its aerosol can. One treatment is said by the manufacturer to give protection from two to three months or longer, depending on humidity, temperature and type of seat-cover material.

Want more information? Use coupon on page 114 and you'll get it!

HYDRAULIC SLEEVE PULLER & INSTALLER

pull or install cylinder sleeves with the OTC

POWER-TWIN in minutes instead of hours . .

"POWER-TWIN PAYS FOR ITSELF IN ONE DAY'S OPERATION."

These are the actual words of a shop owner the first time the Power-Twin Hydraulic Sleeve Set was used in his shop. You too will be amazed at the ease and speed with which this new OTC tool removes and installs wet or dry cylinder sleeves. What used to be a "Tough Job" now becomes simple with the sensational OTC Hydraulic Sleeve Set.

- Converts all OTC Sleeve Pullers to hydraulic power by the addition of only a few parts.
- Removes and installs either wet or dry 3" to 6" sleeves faster, easier.
- . Operates on over 200 makes and models of trucks, tractors, busses and power units.
- · Fully adjustable to provide clearance regardless of position of cylinder head studs . . .
- · Centers accurately over bore.



Removing either wet or dry sleeves

Dry cylinder sleeves replaced quickly and easily without damage or di tortion with the new OTC Sleeve In-

OWATONNA TOOL COMPANY 326 CEDAR STREET . OWATONNA, MINNESOTA



Have you ever seen a coil with high blood pressure? Low-speed truck engines bring on that excess heat and strain, and p-f-f-t, the coil is out like a light.

Here's Blue Streak's solution: a super air-cooled coil that dissipates heat as fast as it's generated. The coil case is made of aluminum, which quickly conducts the heat from the coil winding to the outer surface. The fins are extra large to provide the greatest possible cooling surface, and they are arranged horizontally, so that the air currents from the fan swirl around them.

Pair up this coil with the heavy duty Blue Streak condenser that's made for it, and you have a team that's good for your reputation. Standard Motor Products, Inc., Long Island City 1, N. Y.

Better your Business... Buy Blue Streak



"Those heavy-duty jobs are the ones that show you how good Blue Streak parts are," says Harry G. Ominski, Anderson Auto Electric, Portland, Ore. "Our shop has been handling Blue Streak products for over 20 years, and we know they're worth paying a few cents more for."



COILS . POINTS . CONDENSERS . VOLTAGE REGULATORS . HEADLIGHT RELAYS . DISTRIBUTOR HEADS & ROTORS . DIMMER SWITCHES . WIRE & CABLE

321-Serew Starter

A 2½" acrew starter, said to be par-ticularly useful for under-the-dash electrical and radio work, has been added to the line of the Herbrand Division, The Bingham-Herbrand Corp., Fremont, Ohio.

The spring tension reportedly will hold up to 15 lbs. pull on screw. It releases automatically when screw is driven tight.

Want more information? Use coupon on page 114 and you'll get it!



322-Radio Antenna

The Tripl-Kwik radio antenna, designed so it can be installed quickly by one man working only on the outside of the car, has been announced by the National Electronic Manufacturing Corp., 42-08 Vernon Blvd., Long Island

Corp., 42-08 Vernon Bivd., Long Island City 1, N. Y.

The base contains a captive cup washer that adjusts itself to the shape of the cowl or fender after it is drop-ped through the hole in cowl or fender. The unit has three telescoping sections of chrome-plated brass, a shielded lead-in cable and a pre-soldered plug at the receiver end.

Want more information? Use coupon on page 114 and you'll get it!

323—Transmission Tester

A test panel to diagnose service requirements for Powerglide transmissions is now available from Kent-Moore Organization, Inc., 3044 W. Grand Bivd., Detroit 2, Mich.

The kit, identified as J 4872, consists

of four 0-to-300-lb. pressure gauges,





pressure hoses and fittings for factoryrecommended tests on the transmis-The panel is mounted on the floorboard, just above the Powerglide unit, with gauges accessible and easy to read

Want more information? Use coupon on page 114 and you'll get it!

largest in the market) is your best opportunity to develop sales and profit in Safety Lighting & Reflecting Equipment.





No. 70-Giant Lite. Dia. 7-5/16". Body bracket allows four mounting positions. No. 71-Flush mounting type.



No. 415-Armored Clearance Lamp -with- heavy metal guard: center bar for additional atrength. Silver-like lustre finish.



No. 69-Giant Twin Lite for snow plows, police. fire, state patrol cars and trucks, emergency and 'wrecker' vehicles.





No. 1352T-Stop and Tail Lamp. Two-bolt mounting for Chevrolet trucks 1942-1950. All black enamel finish



No. 44-8-4" Stop Lamp with universal hinge bracket for easy mounting Body & door chrome No. 44 - Back - Up Lamp

No. 1368

Universal

Do - Ray

Truck Mir-

ror. Silver-like hus-

tre finish. In clear

or non-glare glass.

Protective quard.



No. 500-Do-Ray Thin Mode! Fog Lamp Bright chrome body. stainless steel door. Universal hinged bracket (die cast) mounts in many positions on all passenger cars. B

Mirror glass replaceable.



1127 - Doorless Stop and Tail Lamp with Tiger-Eye Reflex lens and universal type mounting bracket.

> No. 1319 Do. Ray Universal Truck Mirtor. Cab or hinge installation. Silverlike lustre finish Rubber guard.

See DO-RAY'S superior line of directional signals for cars and trucks. Also directional signal conversion kits for cars back to 1939 and some earlier models.

Write for new. complete DO-RAY catalog.

DO-RAY LAMP CO

1458-64 S. MICHIGAN AVENUE CHICAGO & ILLINOIS . USA

324-Portable Drier

A larger portable drying unit, han-dling areas up to 40 sq. ft., has been added to the Durabake line of Fostoria Pressed Steel Corp., with headquarters at Fostoria, Ohio.

Model 86-848 features the gold-plated, Evenray radiant wall for safe,



even heat at low operating cost, a com-The unit pany announcement stated. The unit can be moved by one man. It can be used on both passenger cars and commercial vehicles, the announcement by the firm stated.

Want more information? Use coupon on page 114 and you'll get it!



Remember-when you buy Buick cooling system parts you get -

TOP DISCOUNTS from your Buick dealer - with all parts guaranteed.

TOP STANDARDS—built to exact Buick specifications, with rigid final inspections to protect you and the owner against failures. TOP PERFORMANCE – other parts may look like Buick—but look for the Buick name on the box as your guarantee of highest quality.

TOP QUALITY HOSES – Radiator and heater hoses fit right—are priced right—and engineered to do the job right in the quickest time.

TOPS in TIMESAVERS-Buick repair kits for

cooling systems will save you trouble and money. Ask the Parts Man at your Buick dealer's.



Better work with Buick parts

see your Buick dealer

325-Stop Warning

A warning light for passenger cars, designed to resemble a miniature traffic signal and to be attached in the rear window, has been introduced by States Development & Manufacturing Co., 11 W. Cullerton St. Chicago 16.

Development & Manufacturing Co., 11 W. Cullerton St., Chicago 16, Ill. The "Life Saver." as it is called, automatically shines a green light when the accelerator is pressed, an amber light when the accelerator is released and a red light when brakes are applied. Red light remains on until car is again accelerated. The warning device can be installed without drilling or complicated wirns.

Want more information? Use coupon on page 114 and you'll get it!

326-Tool Catalog

A pocket-size, 108-page catalog on general and special-purpose tools for mechanics has been issued by Bonney Forge & Tool Works, Allentown, Pennsylvania.

Identified as catalog C-1, it contains many two-color illustrations, application tables, working charts and complete index.

Want more information? Use coupon on page 114 and you'll get it!

327-Arm Stabilizer

TREAT

easv.

A steering idler third-arm stabilizer for 1949-51 Chevrolet cars and sedandelivery trucks has been announced by

yourself Mr. Jobber

1º EASY SELLING

It's always a treat to sell the

favorite - because it's so

IS THAT FAVORITE

Easy sales of a favorite product mean

big fast profits - constant repeat busi-

ness and satisfied customers. Get the

DROP US A LINE AND WE'LL

HAVE OUR FACTORY REPRE-

SENTATIVE BRING YOU THE

COMPLETE PYROIL MER-

CHANDISING AND PROMOTION

facts and you're in for a treat!



Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.

No. 480, as it is identified, is said to eliminate front-end noise and stop excessive wear on bearings and couplings. To install, the short side of stabilizer spring is hooked in left motor-mount access hole and center part is placed over the third arm. With screwdriver, place point in hole on opposite side and force other end of spring to hook into hole.

Want more information? Use coupon on page 114 and you'll get it!

328-Air Connection

A self-locking air connector, said to be automatic and to eliminate the need for shut-off valves when tools are changed or cleaned, has been announced by DeVilbiss Co., 300 Phillips Ave.. Toledo I, Ohio.

A ball-type latch eliminates the need for tools in making the connection. The detachable connections are available in five sizes of hose ranging from ¼" through ¾" 1.D. and four valves in ¼" and ¾" sizes with both male and female threads, according to a company announcement.

Want more information? Use coupon on page 114 and you'll get it!

329—Welding Catalog

A 12-page catalog on its complete line of welding-cable connections and accessories has been issued by Tweco Products Co., P. O. Box 666, Wichita 1. Kan.

Among the products illustrated and described are electrode holders, ground clamps, cable connectors, terminal connectors, cable splicers, mechanical and solder-type cable lugs, carbon electrode holders and the "Lug-Set" block and punch for attaching solder-type lugs to cables without solder, the manufacturer reported.

Want more information? Use coupon on page 114 and you'll get it!

330-Spray Connector

An aluminum fluid-hose connector that permits a spray gun to be switched from one color to another without tools has been added to the line of De-Vilbiss Co., 300 Phillips Ave., Toledo I, Ohio.

The connector is self-sealing because of a spring-type ball valve set against a synthetic-rubber seal. When connector is locked in place, the valve is opened. The connector is designed for use with 3\"\" fluid hose, the announcement stated.

Want more information? Use coupon on page 114 and you'll get it!

TREAT

PYROIL

Treat your car to Pyroil — and treat yourself to improved lubrication, less maintenance and added miles.

Pyroil contains the special property of making oil adhere to important engine parts. It prevents friction between piston rings and cylinder surfaces. Pyroil means easy starts, Pyroil cleans your motor and keeps it clean.

Your favorite service station has Pyroil. Next time you stop for gas or oil treat your car to Pyroil — treat yourself to added miles for your car.

PYROIL FOR AIRCAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN!

An attractive Pyroil metal savings bank—takes coins up to SQc pieces. MOTORISTS, it's yours for the asking — sent postage paid.



PYROIL COMPANY

594 Main Street

La Crosse, Wisconsin

Canadian Distributors Central Purchasing Agencies, Ltd. Toronto, Ontario



PROGRAM.

REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia Southeentral—John T. Jolly Sales Co., 1916 — 34th Ave., Meridian, Miss. Southeest—Hirsig-Frazier Co., 807 Cotton Exchange Bldg., Dallas, Texas West Coast—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, California

331-Radiator Tester

The Leak-Exposer, a radiator testing unit that is said to show up tiny leaks that often are not discovered in testing but show up after the radiator has been cleaned and put back into service, has been announced by Inland Manufacturing Co., 1108 Jackson St., Omaha 8, Neb.

The reason for the difficulty in locating small leaks is the high surface tension of water, a company announcement said. When air is introduced under pressure for testing, the water molecules of the moisture remaining inside the radiator are driven against minute holes in the walls of the tubes. Because of their surface tension, the announcement stated, they tend to act as plugs, preventing the escape of air and the detection of leaks. The Leak-Exposer is said by the manufacturer to overcome this difficulty.

to overcome this difficulty.

Want more information? Use coupon on page 114 and you'll get it!

332-Wheel Weights

Seven types of Snugl wheel-balancing weights, covering sizes to fit passenger cars, trucks, buses, aircraft and motorcycles, are now being produced by Mid-Western Auto Parts, Kokomo, Ind.

The spring-steel clip is dovetailed on the inside and outside of the lead, with the lip of the clip curved to fit curvature of rim flanges. Beveled edges are said by the manufacturer to permit



easier application and to prevent clip from gouging into the tire. The weights are designed and processed to clear chrome trim rings to leave clear-ance when applied under metal or plastic white walls, covers or shields, a company announcement stated. The illustration shows two of the seven types, the regular and special thin. Catalog sheets on all types are available from the manufacturer.

Want more information? Use cou-

Want more information? Use coupon on page 114 and you'll get it!

333—Color System

An intermix system for matching colors on cars and trucks has been introduced by Beckwith-Chandler Co., Division of Devoe & Raynolds Co., Inc., Rutherford and Delancey, Newark, N. J.

Using 40 base colors, the operator can supply over 4,000 shades in either lacquer or enamel, a company announcement stated. Sensitive scales, with calibrations of 1/32 oz., are said to assure accuracy. Mechanical agitation of the pigments give thorough dispersion for a satisfactory job.

Want more information? Use cou-

Want more information? Use coupon on page 114 and you'll get it!

334-Visor Mount

A two-bracket roof mount for mounting its Karvisors on automobiles with one-piece windshields has been placed on the market by Dieterich Products Corp., Michigan City, Ind.

The mount has two roof brackets in-



stead of the conventional single bracket, as shown in the illustration. It is said by the manufacturer to provide rugged support for visors on cars that do not have a center divider strip to help support visor. On severe road tests, the two-bracket mount has given good results for six-month periods, a

c o m p a n y announcement stated. Brackets are stamped from heavy-gauge steel. They are merchandised in a kit containing two brackets, mounting acrews, gaskets and step-by-step instructions for quick and easy installation, the company said.

Want more information? Use coupon on page 114 and you'll get it!



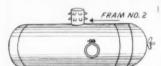
GOT A GOOD IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.

Correcting Hard Starting On 1949-50 Olds

ERE is my solution to the problem of hard starting when the engine is hot on 1949-50 Oldsmobiles, "88" and "98":

The trouble is caused by the





fact that the lower half of the air cleaner is lower than the horn of the carburetor. This lets gas fumes collect and flood or load.

To remedy the trouble, drill a hole in top center of air cleaner 134" in diameter. This permits Fram No. 2 crankcase air filter to screw in the opening.—Charlie Walker, Davis-Walker Automotive Service, Knoxville, Tennes-

Stopping a Rattle In Heater Panel

I THE chrome heater instrument panel on 1949-51 Pontiacs rattles, cut about one inch of heater hose and roll in between plate and steering column.

This will hold it tight and stop

the rattle.-B. G. Smith, 214 Wood Street, Hot Springs, Arkan-

Removing Broken Axle From '47 Chevrolet

To REMOVE a piece of broken axle from a 1947 Chevrolet, I used a piece of %" brake tubing the length I needed to reach the broken piece left in the housing. I doubled a piece of field-coil wire and fed it through the tubing just far enough to hook over the broken piece

I held the tubing and pulled the wire, which tightened on the axle and pulled the axle right out. Copper tubing may be used and any wire that is small enough to go through the tubing.





1921-1951 Quality and Value

Andrews has been building a line of quality products since 1921. Andrews Ignition Parts, Wire, and Cables have given top performance and value because:

1. Complete line of quality merchandise. 2. Fast turnover of packaged profits. 3. Guaranteed for customer satisfaction.

Yes, Andrews parts are merchandise you can bank on.





This method can be used on different model Chevrolets and possibly on Plymouths and Dodges— Fred J. Carrington, Route 1, Box 183, South Boston, Virginia.

Protecting Light Switch On the 1950 Ford

On 1950 Fords and some other cars the stop-light switch sometimes is put out of commission by rocks and gravel. Because of the position of the pressure switch on side of brake reservoir, the rocks from the wheel are constantly hitting the switch and wires.

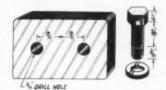
To prevent this, I bend a piece of sheet metal or tin at a right angle. I fasten it to brake cylinder just ahead of switch with the bolt that holds the cylinder to car frame.—Scott S. Bond, 505 West Laurell Avenue, Hattiesburg, Mississippi.

Making a Tool For the Job

In the larger Hudson service shops where only one of each special tool is available, sometimes mechanics may have to wait

their turn in order to use certain tools. One of these is the steering wheel puller.

I have used the tool made as shown in the accompanying illustration on other makes of cars with equal success. It is made



from a piece of steel 5/16" thick, 2%" long and 1½" wide. Follow the diagram for other details.— Submitted to the Hudson Service Merchandiser by William Waterhouse, mechanic with J. M. Charles Hudson Co., 330 30th Street, Newport News, Virginia.

Installing a Condenser On the Generator

To ELIMINATE noise after installing a condenser on the generator, I use this method:

Bend bracket so body of condenser will be 1/4" from body of generator. It will stay cooler and last longer.—A. J. Smith, Gulf States Garage, Beaumont, Texas.

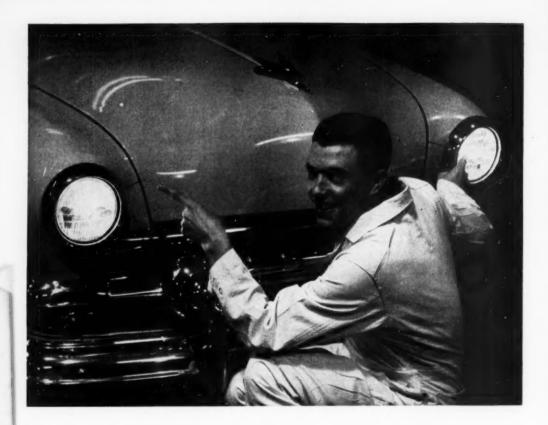
Using Rear-Speaker Wires For Tail-Lamp Repair

On some of the newer cars, such as the 1950-51 Mercurys, there are two extra wires that go overhead and come out at the rear along with the taillamp, stop-lamp and fuel-gauge wires. This is to make the installation of a rear radio speaker easy. Where there is no rear speaker, the wires often can serve another purpose on some of these models.

In case of trouble in tail-lamp or fuel-gauge circuit that can be traced definitely to wiring, do not spend much time looking for the bad spot because probably it cannot be found without removing the head lining.

Make sure the owner does not plan to install a rear speaker. Then cut loose the faulty wire and connect one of the speaker wires in its place. The whole job can be done in minutes.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.





Which lamp is ready to burn out?

ONE of the General Electric "All-Glass" headlamps on the test car above has just been lighted for the first time. It's at the beginning of its life. The other G-E lamp... the one on the left... has been burning day and night for many, many months. Yet when the photo was taken it was impossible to see any difference in the light output of these 2 lamps!

That's because General Electric "All-Glass" headlamps give an average of 99% as much light just before burning out as when new. Both the lens and reflector of the G-E headlamp are made of hard glass, fused together into one piece. Road and laboratory tests prove that this one-piece unit keeps out the dirt and moisture that might otherwise gradually rob the lamp of light output.

Because they DO NOT GROW DIM, G-E "All-Glass" headlamps mean easier, SAFER night driving. Use them to replace burnouts during the winter driving months! Ask your supplier about General Electric "All-Glass" headlamps today!

G-E "All-Glass" Headlamps
DO NOT GROW DIM!



Here Are the Locations Of Wage-Hour Offices

For interpretations of wage, salary and bonus regulations, contact your nearest field office of the Wage and Hour Administration. In the South they are:

Delaware and Maryland—406 Old Town Bank Building, Fallsway and Gay Streets, Baltimore 2, Md. Alabama, Florida, Georgia, Missis-

Alabama, Florida, Georgia, Mississippi, North Carolina and South Carolina—4th Floor Title Building, 15 Auburn Avenue, S.E., Atlanta, Ga.; 1401 Hampton Street, Columbia 1, S. C.; 425½ S. State Street, Jackson 8, Miss.; 456 New Post Office Building, Jackson-ville 1, Fla.; 715 Dade-Commonwealth Building, 139 N.E. First Street, Miami, Fla.; 445-447 U. S. Court House and Custom House Building, Mobile, Ala., and Room 207, Industrial Building, 35 Bull Street, Savannah, Ga.

Kansas and Missouri—3000 Federal Office Building, 911 Walnut Street, Kansas City 6, Mo.; 2nd Floor, 1102 East Douglas Street, Wichita, Kan., and 324 Old Custom House, 815 Olive Street,

St. Louis 1, Mo.
Arkansas, Louisiana, New Mexico,
Oklahoma and Texas—413 U. S. Court
House Annex, Fifth and Gold Streets,
Albuquerque, N. M.; 420 Fidelity Building, 1000 Main Street, Dallas, Texas;
516 Banner Building, 221 N. Mesa Avenue, El Paso, Texas; 1109 Burk Burnett Building, 502 Main Street, Fort
Worth, Texas; 210 East Harrison Street,
Harlingen, Texas; 703 Federal Office
Building, Houston 14, Texas; 203 Reed
Music Co. Building, 112½ East 7th
Street, Little Rock, Ark.; 1723 Masonic
Temple Building, New Orleans 12, La.;
508 Oklahoma Natural Building, 3rd
and Harvey Streets, Oklahoma City 2,
Okla.; James K. Building, 417 South
Main Avenue, San Antonio, Texas, and
Medical Arts Building, 624 Travis
Street, Shreveport, La.

Kentucky, Tennessee, Virginia and West Virginia—321 Embleton Building, 922 Quarrier Street, Charleston, W. Va.; Fidelity Bankers Trust Co. Building, 502 South Gay Street, Knoxville, Tenn; 1008 Columbia Building, 401 W. Main Street, Louisville 2, Ky.; 715 M and M Building, 198 South Main Street, Memphis, Tenn.; Presbyterian Building, 152-154 4th Avenue North, Nashville 3, Tenn.; 205 West Grace Street, Richmond 19, Va., and 2nd Floor, 25½ West Church Avenue, Roanoke, Va.

Church Avenue, Roanoke, Va.
District of Columbia—Room 1513,
Tempo V, Washington, D. C.

Munitions Board Appoints Rausch of Willys

RAYMOND R. Rausch, vice-president of Willys-Overland Motors, Inc., has been appointed a special consultant and production "trouble shooter" for the Munitions Board, it has been announced by J. D. Small, board chairman.

Before joining Willys in 1950, Rausch was vice-president in charge of manufacturing policy for General Electric Co. He is a former director of Ford Motor.

Chrysler Makes Jet Parts At Indianapolis Plant

PRODUCTION of jet-aircraft-engine parts and civilian automotive parts will be carried on at the new Chrysler Corp. plant at Indianapolis, Ind., it has been announced by W. G. Tunis, operating manager.

Construction of the plant is more than 85 per cent completed and a nucleus staff moved into the completed portion last month. Tooling orders for the defense work are being placed. Employment on defense work at the plant is expected to total 1,500 when contemplated schedules are reached.

Beverly Joins Georgia Firm

J. L. Beverly, formerly of Lander Motors, Inc., Atlanta, has been named service manager of Kelly Motor Co., Marietta, Ga., also a Dodge-Plymouth dealership, President Walter Kelly announced last month.



Your Telephone Approach? (Continued from page 68)

offices, responsibility for proper handling of telephone calls may be pinned, to a great extent, on the PBX operator.

Since sitting through that film we can think of a great many places where telephone manners can be improved.

It seems to us that, as a general rule, there is entirely too much brevity and too many staccato syllables coming to us over the phone from a great many places we call. The party at the other end, and in most cases this is a girl, seems to be in a hurry to dispose of us.

That is what the telephone company describes as the personal interest factor, or lack of it. The attitude is, "Let's make this snappy, Bud. Your call isn't the only one on the board."

There are two business establishments we call somewhat regularly, and ask to speak to a certain individual. There is a great difference in the way the calls are handled.

At establishment No. 1 we ask for our party and thereafter there is heavy, lengthening silence. We don't know whether someone has cut the line, the girl has gone for coffee, or just simply pulled the plug. Eventually we get our party, and the girl is courteous enough. She just doesn't have polished telephone manners. But at establishment No. 2 the girl is back on the line half a dozen times a minute, it seems, thanking us for waiting, confiding that she'll try the stock room, maybe he's there. and so on. It makes guite a difference.

Then there are two other places we remember. We like to call both places because of the unhurried, friendly, musical voices of the operators, who treat us as if ours were the only call expected all day. The telephone company calls that the voice with a smile, and that voice seems to be rather rare. We have sometimes thoughtlessly assumed that such voices command important money in that bracket because of natural ability-that a voice like that is a gift, to be cashed in on by an owner canny enough to realize she is responsible, to a large degree, for the company's business.

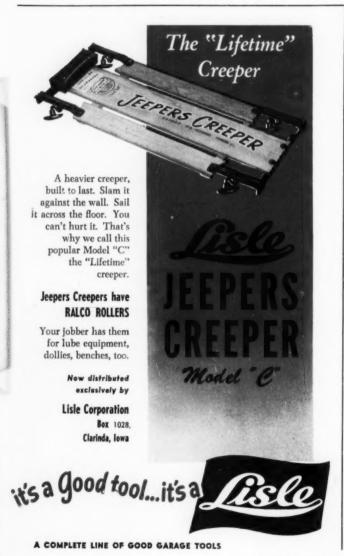
But the fact is, according to the telephone company, that the ugliest PBX operator in the South can cultivate and develop the voice with a smile and the caller just knows she is beautiful. The words are not those of the telephone company. The idea is.

So, too, can anyone else cultivate a good telephone voice with the personal interest factor. And at this writing, because business had turned rather tough, a great many people were doing just that. It must be that more business than one realizes hinges on telephone manners.

For that reason, perhaps more and more businessmen should heed the implication in the telephone company's sound film, "Telephone Courtesy."

That implication is: "Step back and take a look at the telephone manners in your business. Maybe those manners are costing you money."

Production of crude oil in the U.S. went above the six-million-barrels-a-day mark for the first time in history during the week ending April 14, 1951.



STROMBERG

Better Performance for Your Customers, Better Business for You



Satisfied customers are an old story to the men who sell and service Stromberg* Carburetors—the improved performance, gasoline economy and added service life always make a hit with motorists. But, equally as important are the many advantages Stromberg Carburetors offer you. The extra quality becomes customer goodwill. The scientific design and exclusive engineering features result in customer confidence. The mechanical simplicity makes it easy to do a good job every time.

These Bendix signs stand for good business and for good business relations between factory, dealer and customer.









The

BURETO

Uncle Sam Studies "Knock" (Continued from page 85)

900, 1,200, or 1,800 rpm. The temperature of the cylinder jacket can be maintained constant at any temperature between 150° and 212°F.

From the NBS study, two distinct stages in autoignition have been recognized. In the first stage a low-intensity blue luminescent glow is apparent. This is followed by a sharp rise in light emission as the reaction goes into the sec-

ond stage, during which detonation occurs. A small increase in pressure accompanies the emission of light in the first stage. At the start of the second stage, light emission and pressure both increase sharply until the reaction is complete.

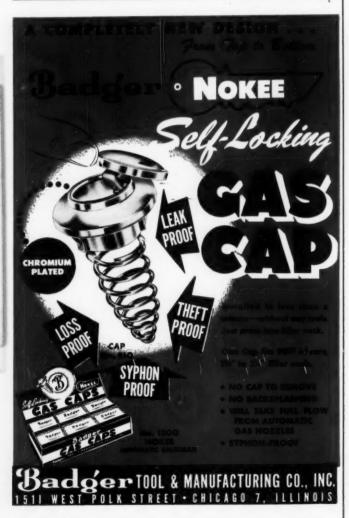
Experiments have been carried out at NBS on several fuels of various chemical structures. In this way, processes occurring during the first stage of autoignition have been related to the detonation tendencies of the individual fuels. It was found that fuels of low-octane number start to burn more readily when compressed as end gas than do those of highoctane number. This is in contradiction to one of the tenets of a currently popular theory regarding initiation of combustion. According to this theory, those hydrocarbons having tertiary hydrogen atoms should begin to burn more readily than those with secondary and primary hydrogens. Yet many of the higheroctane fuels containing tertiary hydrogens were found more resistant to burning than those containing only secondary and primary hydrogens.

A correlation was also found between the amount of heat liberated in the first stage of autoignition and the detonation characteristics of the fuel. High-octane fuels did not liberate as much heat as low-octane fuels. and the amount of heat liberated was discovered to be an inverse function of the performance number for several of the fuels studied. These results definitely show that the reactions occurring in the first stage of autoignition have an important bearing on the tendency of the engine fuel to detonate.

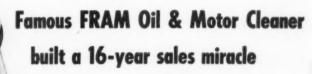
Slow Oxidation at First

In the first stage a relatively slow oxidation takes place which is presumed to be a chain reaction. The extent of this reaction and the ease with which it starts are increased by presence of peroxides, which are known to be easily decomposed to free radicals. The free radicals act as chain initiators and carriers, causing more of the fuel to be burned in this stage of combustion. As a consequence, there is a greater tendency for fuels to detonate if they contain peroxides.

The second stage also appears to be a chain reaction, although probably not of the same type as that occurring in the first stage. The process is visualized as being initiated partly by the effects of the active particles generated in the first stage. If the first stage produces a large concentration of active particles, then the second stage would be expected to progress more rapidly toward detonation. The over-all activity of the particles generated in the first stage may be governed by two factors: one is the population of the particles; the other is the ac-



FRAM! Fastest Selling ENGINE SAVER





1st in Sales. Today, 15 million American motorists keep their engines clean with Fram... and keep coming back for new Fram Replacement Cartridges. That's the "miracle" of Fram! Every Fram Oil and Motor Cleaner sold starts an endless chain of profits. And Fram helps you sell with giant billboards from coast to coast and powerful advertisements in Life, Collier's, Saturday Evening Post and Popular Science. That's why it pays you to sell Fram!



Cash in on New Fram Sales Mirecle

Now! Fram dealers throughout the country are cashing in on another Fram "miracle"—the sensational Radiator & Water Cleaner that stops formation of rust and scale and removes particles from cooling systems. The need for cooling system protection is vital—over \$100,000,000 annually is spent on cooling system repairs alone! The Fram Radiator & Water Cleaner is a "natural" for this big market. And every one you sell starts an endless chain of profits from Replacement Cartridge Sales!



1st in Performance.

Positive proof of Fram's value was obtained in recent Dust Tunnel tests, when Fram Complete Engine Protection cut engine wear 90%! Outstanding performance like this has brought Fram to its present position of leadership in just 16 years! And it's this same outstanding performance that helps you sell more filters . . . more cartridges . . . and assures you of satisfied customers.

FRAM CORPORATION, Providence 16, R.I. In Canada: J. C. Adams Co., Ltd., Toronto, Ont.

tivity of each individual particle, which is probably a function of the temperature and pressure.

Research on burning mechanism of fuels is continuing at NBS. The ultimate objective of the program is to gain a more thorough understanding of knock and how it is produced. It is expected that results will eventually be obtained which will point the way toward more efficient utilization of automotive fuels, either through the improvement of engines or fuels, or perhaps of both.

Teams Boost Production (Continued from page 62)

circumstances, not necessarily in

this order-more floor space, time saved through the use of special and modernized equipment, a departmentalized shop and the team plan in each department.

"Naturally, those circumstances were not responsible for the increase in the flow of customers through the shop. Before our program was completed we were not actually in position to handle more business. If you get them and can't handle them, you're just as well off without them.

"However, getting more owners to come into the shop is more or less a routine procedure, an obvious procedure that anyone can adopt. We did it through the old, reliable follow-up and through personal contacts, by telephone and in the shop.

"One little device used effectively in our personal contact program is the steering-wheel napkin. It was suggested to us by the representative of a paper company who drives our cars. A supply of these napkins is kept at the service desk and in a receptable near the center of the service area. When a car leaves the service department, a napkin lies folded across the wheel.

This is a good idea and, of course, other dealers probably have more and better ideas. Anyhow, as I pointed out, getting more owners in is a mere matter of concentrated effort.

Most important in holding our customers after we get them is the fact that we have created a higher standard. We give a bet-ter quality of work. We do it in less time, which is also highly important considering that owners today are demanding faster serv-

"The customer who drops in occasionally is not of great value. We want the customer who comes to us for all his needs and we want him to keep coming.

"To get that customer and keep him. I am convinced that better work in less time has been as big a factor as anything in building owner confidence and maintaining the gains we have made.

"Of course, it is granted we couldn't do what we have done without room in which to work and modern equipment. But even with room and equipment there is still the human element to take into account. So as I see it the departmentalized shop, with line mechanics working as teams, is a solution to the problem of getting more work, faster work and better work."

Lyons Heads Willys Sales

Gerry E. Lyons has been named general sales manager for Willys-Overland Motors, Inc. He succeeds Howard P. Grove. recently made vice-president in charge of sales.





month after month businessgetting ads in LIFE, LOOK and other national magazines

WORK FOR YOU

when you display this sign!



There's a Ford service salesman in the homes of your best customers right now! It's the big, 2-color advertisement shown at left and it packs plenty of "sell" for you as an independent service man if you're handling profitable Genuine Ford Parts.

Here's Why:

When you display the familiar blue and white Genuine Ford Parts sign, you can look forward to extra profit from more Ford service business. Naturally, Ford owners are interested in keeping their Fords all Ford with the parts that are made right to fit

right to last longer in Fords— Genuine Ford Parts.

Get into this profit picture now! Don't let your Ford business go around the corner.

It will pay you to order Genuine Ford Parts today! Ask your Ford Dealer how you can get the blue and white Genuine Ford Parts sign.

FORD Division of FORD MOTOR COMPANY

"He put me back on the nous

New-Car Market Problems (Continued from page 64)

whom we would like to have stay, know as much about what is ahead as management does. How many will stay, I don't know. It is possible that by the time our business enters the period of greatest sales resistance, we will have less than a total of 15 salesmen.

We confidently expect there will be times when we won't need even 15 salesmen - times when

a one-man sales force will be sufficient. If there should be only one bona fide prospect and, consequently, only one car to sell, a sales organization would be superfluous. And as we see it, there is no point in maintaining a sales organization for the purpose of attempting to create customers. We would practically have to give away all profit on our product to customers thus created.

However, since our salesmen do not work on commission, but are paid a fixed rate per unit on sales, we have not actually cut expenses and overhead by reducing the number of salesmen. To reduce expenses we combed our budgets and trimmed them from 15 to 50 per cent. Expense reductions have been realized largely on items of material, supplies, utility services and other variables.

In reducing budgets we did not, for example, consider any one department, such as the service department, as a whole. But we studied the many items used by the service department and. for illustration, reduced the allowance for soap. Taking each item in its turn we economized wherever possible, thus arriving at a total department budget. In some cases we found it impractical to reduce certain allowances

Although it is not our intention to go beyond the sales organization in wholesale elimination of personnel, we do consider it possible that we will be able to make some reduction of personnel in the service department. We are not sure about that. For. beginning with the last month in the second quarter and on through the third quarter of the year, we suffered some loss in service volume.

Naturally, with conditions as they confront us, we will try to get that volume back, with an increase. Our first step was to contract for daily television time. We are instituting other accepted and proven promotion. There should be enough service volume for everyone if there is any basis for comparison between conditions during the last hot war and conditions of the approaching

In recording these opinions there is certainly no inclination on my part to pose as a prophet. We have simply taken the best available information and have shaped our policies according to our conception of what lies in the future. What we do might not serve as a dependable guide for a dealer elsewhere.

But on one point I have a firm conviction. As of now the newcar business faces an uncertain. perhaps precarious, future and there will be a period - of what duration I will not attempt to guess — when it will be exceedingly difficult, if not impossible. to show a profit in new-car busi-



Tube Working Teels

Brass Fittings . Flexible Line

Shut-off Valves . Service Aids

THE IMPERIAL BRASS MFG. CO., 1227 W. Harrison St., Chicago 7, III.

ARROW SIGNALS are TABOO

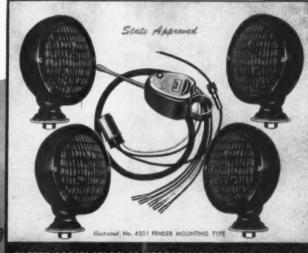
SEALED BEAM . CLASS 1, TYPE A AMBER

IGNAL LIGHTS

for trucks, tractors, trailers and busses

conform with all S.A.E. Specifications





SAFETY LEGISLATION IS SPREADING! DISPLAY AND SELL THESE EASY-TO-INSTALL, PROFITABLE TURN SIGNAL LIGHT SETS



TYPES OF MOUNTING meet every S. A. E. requirement

- 12 square inches of illumination flash bright signals.
- · All lamps are Class 1, Type A with amber lens.
- · Sealed-beam (all glass units supplied by General Electric Co.) constructed for long, bright lamp life.
- · Moisture, dust and fume-proof.
- · Weather-resistant, sturdy black enamel finish.
- Available with 6 or 12 volt lamps.

All sets complete with steering post switch and beam indicator, harness, inline fuse and mounting clamps; Tungsol flasher and all necessary wiring.

COMPANY

2909 Indiana Avenue Chicago 16, Illinois

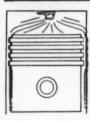
WRITE for CATALOG and PRICES TODAY!







EAK FREDE FIRE RING



BLOW-BY is the escape of power past the piston and rings into the crankcase. It blows the oil from the cylinder wall, creates acids in the oil, breaks down its lubricating qualities. This causes scuffing and premature wear.



THE LAK-TROOF TORSION TIGHT FIRE RING This ring is known as a "Torsion Tight Fire Ring," and the twisting action causes the bottom of the ring face to bear heavier on the cylinder wall than the top and also tends to seal the sides of the ring against the piston groove. It stabilizes the ring and so gives

a far better seal. In addition, this action lessens the gas pressure behind the ring.

IT IS MADE OF PHOSALLOY

and scuff-proofed by electrolytic tin coating. Because it operates under extreme temperatures in the driest part of the cylinder, heatproofed material is necessary for proper performance.

SOMETIMES two Torsion Tight Fire Rings are used in a Leak-Proof Set. This is due to unusual Blow-By conditions in some motors.

McQUAY-NORRIS MANUFACTURING CO.

Yours for the Asking



AD-A-SHIRT IT WORKS FOR YOU WHILE YOU WORK

It tells your customer what you sell, arouses his curiosity and gives you the opening you need.

A genuine Mark Twain, gray, light-weight, cotton broadcloth shirt. It is fully preshrunk, registered and guaranteed. Available in four sizes: small, medium, large and extra large. It is the same as shirts sold by retailers at from \$3.00 to \$3.50 each.

Yours for the Asking

Place your order for four sets of LEAK-PROOF Piston Rings of your selection. Ask your jobber for one of these fine shirts. Sign the special order form and the shirt will be mailed direct to you. You pay your regular price for the LEAK-PROOF sets with nothing extra for the shirts. How much simpler could a plan be?



McQUAY-NORRIS MFG. CO. St. Louis 10, Me.
Please send full details on "AD-A-SHIRT" to:

Name

EAK PROOF PISTON RINGS

Regular and special issues of the

N.A.D.A. OFFICIAL

supply up-to-date current values and VOU all necessary data on government regulations 0/45 need

the additional feature of an annual IDENTIFICATION SECTION!

Annual Issue includes:

Specific information on model identification, factory prices, shipping weights, motor and serial numbers and body types . . .

Lists mechanical specifications never before available in books of this type . . .

Lists standard factory equipment and major accessory costs . . .

Comparative features of new cars . . .

Lists descriptive and identifying data on most trucks . . .

Monthly Issue includes:

Latest average retail values and insurance symbols plus current ceiling prices and maximum credit values under Regulation W.

all these services for only 7 per year! QUANTITY PRICES OF COURSE

DESIGNATON: The Board of Governors of the Federal Reserve System has designated the O.P.S. approved editions and reprints of the NABA Official Used Car Guide among other approxisal guides, for use for the purposes of Regulation W. In designating any guide for use for the purposes of Regulation W. and the purposes of Regulation W. The Board does not indicate any finding by the Board or by the United States Government or by any agency thereof as to the accuracy or correctness of the values shown or of the methods of compilation.

TRUCK REFERENCE

Listing all practical data, organized for quick, ready reference . . . covering identification, characteristics and specifications of all trucks man-factured from 1940 thru current year models.

Only 2.50 annually

MATIONAL AUTOMOBILE DEALERS USED CAR GUIDE COMPANY 1026 17TH STREET, N. W. WASHINGTON 6, D. C.

information

Visitors to open house last month at this new Fram Corp. plant in Greenville, Ohio, saw how the 450 workers turn out oil filters and replacement eartridges at the rate of 40,000 a day. The plant provides 150,000 square feet of space.

Southwest Diesels Tally 1,000,000-Mile Record

EIGHT GMC diesel trucks acquired by Chief Freight Lines in 1939 traveled approximately 1,000,000 miles each before being replaced, GMC Truck & Coach Division reported in the second of a series of case histories on trucks

The original ADF 501 units were replaced with ADCR 753 models in 1948 because the use of tandem trailers and increased payloads eventually required larger diesels, according to L. M. Bierbrodt, fleet superintendent of Chief Freight Lines. The firm operates in the Kansas City, Tulsa, Oklahoma City, Dallas and Fort Worth areas.

50,000 Merc-O-Matics Travel the Roads

More than 50,000 Mercury cars equipped with the Merc-O-Matic transmission are now on the highway, according to Joseph E. Bayne, general sales manager of the Lincoln-Mercury Division.

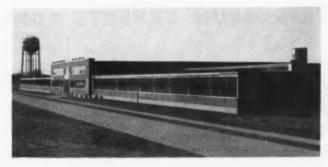
At present, more than one out of every three Mercurys is equipped with the unit, he said.

Ford Promotes Wieland

Arthur J. Wieland, general manager of Ford Motor Co.'s International Division, has been elected a vice-president. Formerly executive vice-president of Willys-Overland Motors, Inc., and vice-president and sales manager of General Motors Overseas Operations, Wieland joined Ford in 1949

Ponder Heads Jackson Group

Forrest Ponder of Ponder Motor Co. has been elected president of the Jackson, Miss., Automobile Dealers Association, succeeding Bagby Hall. Collin Lane of Madison Auto Sales is vice-president and William J. Rabin of Dixie Nash Motors is secretary.





When you are looking for a dependable air supply-on the job day-in,

day-out, year-in, year-out-you'll find just what you need in the Westinghouse "Y". It has every modern featureautomatic pressure control, two stage compression, pressure lubrication, air cooled design-that you'll find in any quality compressor, PLUS the three

important protection features listed above. These extras pay off in longer service and lower costs for you.

Westinghouse "Y" Compressors are available with displacements from 6.2 to 68 cfm-motor capacities from 11/4

Vestinghouse Air Brake Co.

Andustrial Products Division—WILMERDING, PA. Factory Branch: EMERYVILLE, CALIFORNIA

WRITE FOR IDC 9302-3.

DISTRIBUTORS THROUGHOUT THE UNITED STATES . . . CONSULT YOUR CLASSIFIED DIRECTORY DISTRIBUTOR IN CANADIA: CANADIAN WESTINGHOUSE CO., LTD., HAMILTON, ONTARIO

PETROLEUM EXPERTS AGREE...

WATER CAN DESTROY



WATER IS THE GREATEST ENEMY OF MOTOR OIL!



◆ Water Makes Acids — the major cause of engine wear. Highly acidic combustion furnes condense in the presence of water to form corrosive acids which are carried in the oil stream to all parts of the engine

Water Causes Sludge—the most frequent source of engine operating difficulties. Water in the presence of sooty lead compounds, road dust and other solids creates a pasty, mayonnaise-like condition which is the starting point of sludge.



THE DISPERSANT ACTION OF HEAVY-DUTY OILS!

EXCLUSIVE WALKER PATENTED LAMINAR CONSTRUCTION

NOT ONLY REMOVES ROAD DIRT, METAL AND OTHER ABRASIVES...BUT

PROVIDES EXTRA PROTECTION AGAINST CRANKCASE MOISTURE, TOO!

According to eminent authorities, water in the oil from engine "blow-by" can destroy certain of the detergent-dispersant actions of modern heavy-duty oils... cause contamination, normally held in suspension, to settle out into the engine.

Walker Oil Filters contain no chemicals. They will not change or remove active detergents. But most important, because of the unusual moisture-absorbing ability of the wood cellulose fibres used, Walker Oil Filters actually function to preserve these detergent-dispersant

properties by selectively removing from the oil the water which causes the precipitation.

This extra protection against "crankcase moisture" is particularly advantageous in engines with hydraulic valve lifters—which are dependent upon heavy-duty oils for best operation.

Only Walker Oil Filters recognize the "triple threat" of water—the greatest enemy of motor oil and good lubrication. By selectively removing water from the oil, along with ordinary solid contaminants, a Walker Oil Filter not only preserves detergency but helps prevent the formation of sludge by keeping the moisture content of the oil below the sludge "dangerzone"... and minimizes corrosive acid wear by absorbing the acids contained in the water removed from the oil.

Give your customers the benefit of full protection from all dangerous oil contaminants, including water, by installing a Walker Oil Filter Cartridge.



WALKER MANUFACTURING COMPANY OF WISCONSIN . RACINE, WISCONSIN

WALKER





Have You Hit Ceiling?

(Continued from page 67)

may lose the entire amount of his wage, not just the amount by which the wage exceeds the lawful wage.

There are still further implications. For example, Jim has also to deal with ceiling prices for products and services which he sells. Sometimes these are set on a formula basis, that is, margin over cost. The Office of Price Stabilization may be directed to disregard Bill's salary in computing cost. This might give him a ceiling price at which he could not afford to sell, or if he disregards this feature, he may slip into a violation of the federal price laws and regulations, which will call for still more penalties.

Jim believes, and will argue to you, that all he has done is to keep his small business going. Yet he has placed himself in considerable jeopardy. This is not good. Jim is not a bad actor, does not want to violate any laws, and

he really shouldn't be in a fix like

Roy Clayton had a valuable employee who ought to have more money. Roy made a few inquiries and came to the conclusion that he was allowed to give a ten per cent increase, provided an increase of this amount had not been given during 1950. The trouble was that he had given this particular employee an increase in April, 1950, that amounted to almost ten per cent. Roy thought he had better lay his troubles before his nearest wage and hour office.

He was asked why he had given the increase and answered very promptly and truthfully that it was because this employee had been with him some time without a raise and his good work merited an increase in salary. He was then told that this was an individual increase under General Wage Regulation No. 5 and not a general increase under General Wage Regulation No. 6.

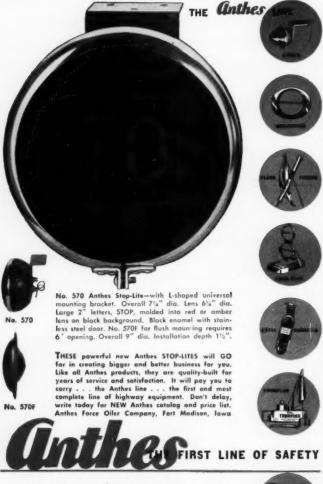
Increase Plus Increase for Him

The result of this, it was explained, would entitle Roy to give not only the general increase allowed by General Wage Regulation No. 6 but would also allow Roy to give this particular employee a further merit or lengthof-service increase this year. He was also informed of an additional increase known as a "cost-ofliving increase" (under General Wage Regulation No. 8). Roy, however, didn't need this last increase, at least for the time being, and he went away happy with the ruling that he could at this time pay the amount needed to keep this particular employee.

Roy Clayton now feels that you can do just about anything you wish under the regulations if you know how to do it. This, of course, is not strictly true.

Roy had successfully met certain conditions and limitations in the regulations relating to past practices and average increases which might not be present in another case. Roy was right, however, in making inquiry into the regulations, which may disclose rights not generally understood from some report or news item concerning the regulations. And he was also wise in having the interpretation of the ruling reduced to writing in a letter for his records.

Another employer successfully



... and proud to serve the safest

drivers on the road!

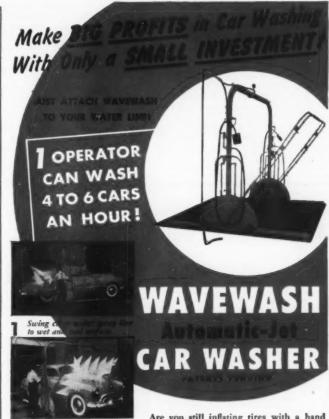


solved a problem in another manner. He has a department which receives trade-in merchandise, repairs and reconditions it for the purpose of resale. During 1950 he had four employees in this department who did this work under the supervision of the general manager of the company. This year, however, the general manager was too busy with other matters to give this supervision. Instead, he has been relying on one of the four to determine what work was to be done on the merchandise, distribute the work around and inspect it when it was completed.

The facts in this matter justified the conclusion that this employee was promoted to a new and different job which required knowledge, skills, duties and responsibilities not present in the original job. Section 6 of General Wage Regulation 5 authorizes the creation of the new job and it was clear that changes in the job were not merely slight or inconsequential. Thus, fair and appropriate rates for the new job were established under General Wage Regulation 5 and the employee was allowed to receive the additional compensation.

They Aren't That Soft

If these illustrations suggest that the wage and hour offices are engaged in finding excuses for paying higher wages or that they can in every instance show the employer how to accomplish what he wants to do, the illustrations are misleading. The regulations are carefully written and do impose definite limitations which may not be exceeded. It is fair, to say, though, that these wage and hour offices and the specialists employed by these offices have a sincere desire to see that you thoroughly understand the regulations as they apply to your business and your problems and. as far as possible, to assist you in solving your problems properly under the regulations. The Atlanta, Georgia, office, for example, serves a very large and important area. The personnel in that office will do anything within reason to assist any employer in understanding and applying the regulations as they affect his business and so far as possible under the regulations to help him solve his problems in the way he wants to solve them. There are similar offices scattered throughout the



Swing Wavewash Solution spray line over entire car.



Sponge rub surface of car.



Wave-rinse car. Dries without wiping-no streaks!

Are you still inflating tires with a hand

Is your car washing still being done by your "bucket brigade"?

Be modern! Be smart! With a Wavewash. Car Washer, one operator can wash an entire car in only 10 or 15 minutes!

While your customers wait, you can wash cars quickly . . . thoroughly . . . profitably!

Wavewash car washing is smart merchandising. Offer your customers a complete service and you will

- · Pump more gas
- Multiply your grease jobs
 Make more oil changes
- Sell more accessories

No other car washer embodies all the distinctive features of Wavewash. Write today for free illustrated folder giving complete details.

Sales Representatives Coast to Coast

10BBERS-a few choice territories still open. Write today!



country, as shown in the list on page 131.

The greatest single type of error that misleads most employers is failure to know what a "general increase" actually is. General increases are permitted by General Wage Regulation No. 6 (or General Salary Stabilization Regulation No. 1). However, the right to give such general increase may be diminished or even removed by general increases given during the year 1950. Many employers, however, are considering

increases as general increases which actually are individual increases of the type covered by General Wage Regulation No. 5 and by making this mistake unnecessarily limit their ability now to make appropriate increases which they wish to do.

Just because a particular employee received an increase of, say, ten per cent, during 1950, does not necessarily mean that such employee may not participate in the general increase allowed by General Wage Regulary

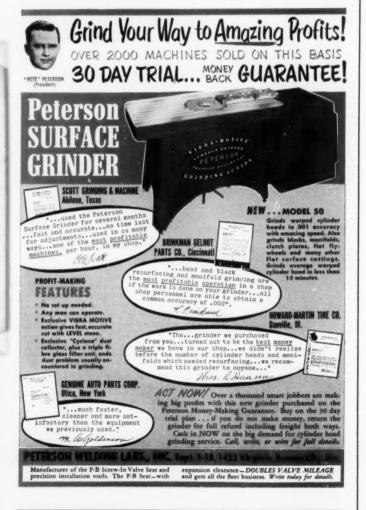
tion No. 6. In order to determine this, the employer must first establish in his thinking the reason for giving this particular increase. Was it given to reward merit in this employee? Was it given because of length of service in this employee? Was it a promotion to a higher job? If so, it was an individual increase under G.W.R. 5. If it was an individual increase, this may prove of considerable benefit to the employer. as it did in the case of Roy Clayton. It not only does not stand in the way of a general increase but may also set a practice which would allow a merit or length-ofservice increase to be given now in addition to the general increase.

It is important to know that the type of increase is not determined by the number of employees to whom it was given. Thus it was possible for individual increases to have been given during 1950 to all employees in a group and it is possible that an increase was a general increase although not given to all employees in a group or not given in the same amounts or percentages to all employees. The controlling factor is the purpose for which it was given.

What Type of Increase?

The best suggestion that can be given for approaching this problem is first see if the increase was any one of the types of individual increases described in General Wage Regulation No. 5 (length of service, merit, promotion, etc.) If it was not one of these types of increases, then it must necessarily be a general increase under G.W.R. No. 6. In other words, an increase that doesn't qualify as individual under No. 5 would have to be considered a general increase under No. 6. It is of paramount importance, therefore, that you know the circumstances under which you gave the increase in 1950, and your intent in giving such increase

Carl Black was typical of many employers in this area in that his business was not large, he had no formalized personnel department with job classifications, rate ranges and other similar things found in larger industrial plants. He was having considerable trouble reading and understanding G.W.R. No. 5, and it was a great help to him when he found that he could disregard subparagraph (a) of Section 2, which covered several printed pages, and need-



ed to concern himself only with subparagraph (b) of Section 2, which covered less than a page. This subsection, besides being easier to read and apply, may actually be more favorable for his use than the "rate range" subsection.

One small establishment was concerned with only one employee and had a problem simple of solution, although it may easily be overlooked. All of the increases otherwise permitted by the regulations were not sufficient in this instance. However, because of increased business and the difficulty in obtaining help, this employee was working more hours per week than he was in 1950. His compensation, however, had been computed on the basis of so much per week for 40 hours' work.

He Couldn't Pay Overtime

In a large industrial plant this would automatically be taken care of by straight time and overtime payments, but it had been unnoticed in this particular establishment. The owner learned that while he could not pay overtime in the absence of previous practice, he could increase the compensation of this employee on a straight-time basis commensurate with the additional hours now being worked. It solved the problem in this instance.

Something ought to be said about the people who write and administer these regulations. Unquestionably, some gobbledygook has come out of Washington, some of it very strange indeed. However, it is a definite fact that the people who write these regulations we are discussing strive in every way to make them simple, clear and understandable to the businessman. What we lose sight of is the fact that these regulations are also laws of the United States and have to be written with sufficient preciseness and definiteness so that they will be enforceable if the need arises. Otherwise, as laws they will be no good.

The government does not want you to violate these regulations. The government will help you in every way possible to understand them, apply them to your own particular problems, and take advantage of every provision in the regulations which may help you do what you want to do in the way you want to do it.



··· Where

BALANCE is needed!

PERFECT-





• "U" TYPE—
A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillace.

e "C" TYPE—
The "C" type weight (new style) in six sizes will give most satisfactory results on passent ger cars with "K" or "L" type rims.

e"SPECIAL" TYPE—Made for late model Cadillacs with hub caps covering entire wheel, except 1951 model for which "C" type weight is recommended. 6 sizes.

PERFECT EQUIPMENT CORP. 804 W. Morgan St. KOKOMO, IND. P.O. Box 706

Manufacturers of Wheel Weights for Trucks and Passenger Cars

Dealers Plan for Future

(Continued from page 63)

ranch income is practically non-existent this year," said A. L. Mc-Kean, McKean Brothers (Ford), Nixon, Texas.

Industry, as well as agriculture, influenced the outlook.

"Our market will be seriously affected unless our textile plants return to full-time employment or unless we can offer more lenient financial terms," said W. S. Dove, Jr., Bill Dove Motor Co.

(Dodge-Plymouth), Kannapolis, N. C.

"The situation looks very good due to the fact that a \$100,000,-000 defense plant is being constructed here," said Ernest Schlitze, Schlitze Pontiac Co., Taylor, Texas.

Several dealers mentioned more liberal credit terms as one solution to the problem of maintaining sales and profits. Recent increases in car prices in many cases offset the reduction in monthly payments that took effect when the time limit was extended from 15 to a maximum of 18 months

Some representative comments are given below. Replies are grouped by make of car handled: Chevrolet, Ford, Chrysler products and other makes.

Chevrolet

Ernest Burwell. Ernest Burwell, Inc., Spartanburg, S. C .-"There will be small effect on low-price field as long as production is restricted. After that, ooooh! We expect customers to be looking for passenger cars but dealers to be looking for truck customers. Our plans for maintaining volume and profits include developing parts and service; buying and selling used cars and trucks.

W. J. Dierschke, Dierschke Chevrolet Co., Sealy, Texas-"Trading will gradually get somewhat better. Customers will be looking for cars. To maintain volume and profits, we will handle more used cars and cut all unnecessary expense. We small dealers face unfair competition from independent used-car dealers who do not maintain service facilities. They are able to sell cars at a smaller gross profit. Larger dealers wholesale cars and trucks to them, especially out-ofstate dealers.'

S. R. Grimm, Quality Chevrolet Co. Inc., New Martinsville. W. Va - "Market will slow up considerably. Dealers will be looking for customers. We will increase parts and labor sales to maintain volume.'

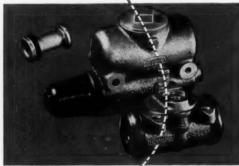
Doyle Summers, Summers Chevrolet Co., Dardenelle, Ark .-"Will be sellers' market. Customers will be looking for cars. Increase parts and labor sales to maintain volume.

C. E. Pierson, Pierson Chevrolet Co., (Chevrolet-Cadillac), Vidalia, Ga.-"Return to sellers' market in our line. Customers looking for cars. Intensified usedcar sales efforts and better parts and service sales.

A. T. Garland, Garland Motor Co., Inc., Newland, N. C .- "I am sure there will be a greater demand than I can supply in my territory. I am sure that profit will be less for it will be impossible to maintain volume if you don't get the units to supply the demand.

L. W. Nester, S & N Chevrolet Co., Carthage, Miss.-"Demand

Look For The Name



And Get These Advantages

- Cups and other rubber parts are made of natural crude, specially compounded for toughness and resistance to wear. Into these parts goes all of Thermoid's specialized experience in the manufacture of rubber products, including fan belts and hose-as well as conveyor belting, transmission belting and many other industrial rubber products.
- Castings of special analysis gray iron alloy protect you against flaws which cause breakage of inferior castings, and excessive porosity which results in leakage.
- Cylinders honed to a scratch depth of less than 25 millionths of an inch are one more example of the "Precision Processing" that characterizes all Thermoid products.

The Thermoid name on Hydraulic Brake Cylinder Assemblies and Parts is your best protection against comebacks



the standard of precision processing in brake lining. brake blocks, hydraulic fluid, cylinder assemblies, hydraulic brake parts.

Frenton, New Jersey

will be about the same. Customers will be looking for new cars, late-model customer cars. Dealers will be looking for customers to place late-model used cars. Maintaining an up-to-date service department and parts department will maintain volume and profits."

Anthony Motor Co., Sand Springs, Okla.—"The fewer-cars, higher-prices situation no doubt will balance out. We could use many more cars at present. Customers will be looking for cars. Make trades help on profits. Depend on shop for balance."

Ford

Lovington Auto Co., Lovington, N. M.—"Will slow up market considerably. Customers to be looking for new cars and dealers for customers. Service to maintain profits."

Arnold Motor Co., Dayton, Tenn.—"Fewer potential customers. More parts and service sales

to maintain volume.

Ralph Smith, Ralph Smith Motors, Inc., Guntersville, Ala.—"I think the fewer new cars will offset the slower demand caused by higher prices, and automobiles will remain reasonably scarce. Customers to be looking for new cars. I think that most dealers during the boom years have neglected a lot of their smaller means of making money, such as parts and service. Now with more time to spend in this field a reasonable profit can be made."

Chrysler Products

H. W. Wilson, Harry Kelly Motors (DeSoto), Austin, Texas—
"In this area we have very little industry and a small amount of agriculture but a large state and federal payroll. Higher prices will hinder our sales considerably, as well as our profit picture. Very few customers will be looking for new cars. Dealers will be looking for customers. Emphasis on service and parts sales helps maintain volume."

W. Keys Welborn, Welborn Motor Co. (Dodge), Anderson, S. C. —"Most customers will be priced" out of the market. We plan to reduce overhead as much as pos-

sible."

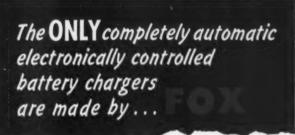
W. S. Dove, Jr., Bill Dove Motor Co. (Dodge), Kannapolis, N. C.—"We plan to concentrate on service and parts with a streamlined operation and used cars. Our town is affected by the tex-

tile plants and you are aware of the fact that all textiles have operated about 50 per cent or less and our employment must improve if the automobile dealers are to continue operation.

"I have answered that I do not expect customers to be looking for new cars. We will have people wanting to purchase new cars and looking for new cars but the increase in price and 18-month terms will prevent the great majority from purchasing cars. If our allotment of new cars contin-

ues as low as it is today, we will have few cars to offer but will have to sell these.

"The availability of parts makes it uncertain in my opinion that we will be able to secure enough volume to carry our overhead. I believe we are enjoying as good, if not the best, volume of service sales in our community. Our facilities are such that we can increase our volume of service an additional 50 per cent and our present plans are to concentrate all efforts to this end. Parts avail-



Fox Powerchargers bring a new, fool-proof simplicity to battery charging. Just connect Power-charger to battery, turn current on. That's all! No time clock to set, Powercharger does the rest. Perfect job, eutomatically, every time.

Sufety Therment Control
... a Fox "exclusive"
It defects and constantly reports
bettery condition to charger, If
it is improperly used or accidentally removed, Powercharger
cuts off automatically. Safety
Therment, exclusive with Fox,
has no moving parts, is virtually
indestructible.

Other features:
Compensated Cut-Off . . . Dynamic Comparator Battery Test . . . Automatic Trouble Light . . . Fast or Slew Charging . . Full Year's Guarantee.



This model and other Fox Powerchargers are available with conventional electric timer control if desired. Wire ar write Dept. F for full details.



PRODUCTS COMPANY

PHILADELPHIA 41, PA., U. S. A

ability is not good and there is a tremendous job ahead for the dealers to convince and educate the public on the necessity of the proper maintenance of their present cars."

F. E. Spoerlein, Spoerlein's Garage (Chrysler), Accident, Md.—
"Will be fewer sales. Dealers to be looking for customers."

J. F. Fisher, Fisher Motor Co. (Dodge), Okemah, Okla.—"Oklahoma City and Tulsa are each about 75 miles from here. While Plymouths sell pretty well due

to their scarcity, higher-priced cars, such as Dodge Coronet, especially with Gyromatic, are so high that the average worker here desiring such cars must of necessity settle for a lower-priced car. If the price increase goes through, and it appears it will (written in mid-September), it will almost completely stop Dodge Coronet sales unless the defense centers at Oklahoma City and Tulsa have insufficient cars for their customers and we can get some of that overflow demand."

Luby Bell, Luby Bell Motor Co. (Chrysler), Mt. Olive, N. C.
—"I think dealers will be able to make more profitable trades. Customers will be looking for cars. Trade for clean used cars that will sell quickly. Supervise parts and service volume more closely."

Other Makes

Buick—"Will slow up demand for new cars."

Buick—"We have never been able to get enough Buick cars but increasing cost will bring sales resistance. They want the cars but increasing prices are resented."

J. J. Altman, Altman Cadillac Co., Charleston, S. C.—"We will be able to sell all we can get this year. No trouble. Customers looking for cars in our line; dealers looking for customers in other lines. It's hard to say how to maintain profits. We are more or less planning on a basis of month to month."

A. L. Burnett, Burnett Motors (Cadillac, Pontiac, GMC), Morristown Tenn.—"With higher prices, the proposed production will be sufficient. Dealers to be looking for customers. Complete service and more determined used-car effort to maintain profits."

Cox Motor Co. (Kaiser-Frazer), Washington, D. C.—"Most new cars are too high in price for the average farmer or salaried man to buy. If they are able to raise the 1/3 down, they cannot meet the 18 monthly payments. We need 21- or 24-month payment plan. Service department is our only hope."

H. A. Cole, partner and manager, Cole-Orsburn Motor Co. (Kaiser-Frazer), Fort Smith, Ark.—"No profit and a struggle for existence will be the effect. With increases in prices and credit terms of 18 months, it looks like it might be impossible to maintain volume and profits unless dealers can expand service facilities.

"It looks like the administration intends to kill the automobile business for some time to come. With the increase in cost of everything—price increases, short credit terms, higher taxes it looks as though we might have an insurmountable problem. Many dealers without adequate reserves may have to close their doors unless they can make an immediate adjustment of the



overhead and operating expenses. It isn't going to be an easy job.

"Another thing that is going to hurt the automobile business for some time to come is that there have been so many shifts in market conditions, causing big adjustments and resulting in more-profit periods of several months duration. Since the war a lot of good dealers have been asking themselves if it is worth it; and this is going to make up their minds it isn't."

Earl Yeager, Bluefield Lincoln-Mercury Sales, Bluefield, W. Va. —"Dealers to be looking for customers. Increased service volume and used-car sales to maintain

profits."

Judson Bryan, Bryan Motor Co. (Oldsmobile-Cadillac), Stillvater, Okla.—"May be slight increase in good used '49's, '50's and '51's. Customers to be looking for cars. Lower overhead and greater efficiency to maintain profit. Volume will be down."

J. L. Carr, Stigall Motor Co. (Oldsmobile), Wharton, Texas—
"Sales will be lower but by trading carefully the margin of profit on new cars, plus a profit on used cars, will balance out. Customers to be looking for cars. In our case, we cannot maintain volume but we can cut overhead and in-

crease net."

Charles R. Bonnett, Bonnett
Oldsmobile Co., St. Petersburg,
Fla.—"The higher prices on new
cars will not affect sales in larger
towns, 1949 and '50 used cars will
bring higher prices. Older cars
will not increase but their prices
will be firmer. To maintain volume and profits, we plan to increase used-car and service business and at the same time trim
selling and fixed expense."

G. D. Calvert, Calvert Motors (Packard-Willys), McComb, Miss.
—"More people will have to run old cars longer. Some customers will be looking for new cars. Dealers will be looking for customers. Seems that government intends for people to just exist—so we will just exist."

J. M. O'Sullivan, president, Mort O'Sullivan Pontiac, Inc., Pensacola, Fla.—"The market will narrow as the price increases. With lower production it would appear that the need for sales effort will continue just about as at present. Customers will not be looking for cars abnormally; dealers will be looking for customers. With a price increase of five to

ten per cent and a volume decrease of 40 to 50 per cent compared with a year ago, the total gross profit picture cannot be maintained. Part of the gap can be closed by careful trading, increased parts and service volume and profits and tighter expense and credit controls by dealers."

Alfred E. Ellerman, Ellerman Motor Co. (Pontiac), Fayette, Mo.
—"Situation will be very good for the bicycle business. Cars are too high-priced already. Cars will be a luxury. Dealers to be looking for customers. People have mortgaged their future earning power with what they own now and those that want to purchase are having trouble getting the down payment. Higher prices will further restrict the automotive market."

James P. Allen, manager, Allen Pontiac Co., Fayette, Miss.—
"There will be increasing demand for new and used cars. We plan to maintain volume by increased shop volume and by buying and selling used cars, and recondition-



Stationary or Portable • Electric or Gasoline Driven . Everyone's a Winner!

No matter what your air needs, you can be sure there are Champion Air Compressors, practically made to order, to best meet job requirements. Selection of air compressors that are practically "tailor-made" for your needs is assured by Champion's 54 separate models. All 54 models incorporate the 21 extra features that make Champions famous for outstanding performance and operating economy. All are controlled to less than 600 rpm's

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Champion Pneumatic Machinery Co. 834 N. PLEASANT ST., PRINCETON, ILL.

HAMPION AIR COMPRESSORS

CAR WASHERS

AIR NOSE SEELS - SERVICE TOWERS - WASHING OUNS - PRESSURE GAUGES
CERLING SWIVELS - AIR MOSE - EAPTY VALVES

ing them."

W. R. McCarsland, M & M Pontiac Co., Rock Hill, S. C.—
"Higher-priced used-car market will be the key. Believe sales of these models will improve when public is convinced shortage of new cars is actual. Back to the used-car operation again, supplemented by increased parts and service volume."

Robert B. Fleigh, Bob Fleigh, Inc. (Studebaker), Baltimore, Md.—"Less production should eliminate present tendency to overtrade. Dealers to be looking for customers. Control expenses and increase service if manpower is available to maintain volume and profite."

J. D. Haas, Haas Motor Co. (Studebaker), Weslaco, Texas—
"The market will get stronger. We will try to make better trades on what we sell. I think Congress is going to price the average American car out of reach of the average American buyer with taxes mainly and maybe raises also. Operating costs of automo-

biles are climbing, mostly by regulations and taxes."

J. A. May, May Motor Co. (Willys), Gassaway, W. Va.—
"Very little effect on market. Our customers are mostly users of four-wheel-drive units and they will continue to buy as long as the units are available, regardless of cost."

It's His Way of Shaking Cash out of Dealers

A RACKET is being worked on dealers in South Carolina and possibly other states, Mrs. Ella W. Ford, executive secretary of the South Carolina Automobile Dealers Association, warned members in a bulletin last month.

A neatly-dressed man around 40, dark skin and hair, round face, about five feet six inches tall and from 155 to 165 pounds has called on dealers and asked for exclusive body styles not ordinarily in stock. He said he was a whiskey dealer from Myrtle Beach and wanted a Bel Aire Chevrolet, or that type body style, for his son.

If the dealer said he could let the man know in a day or so about the car, the man assured the dealer he would call him on the morning of the stated day. He stated he wished to pay cash.

He then told the dealers he had a few cases of whiskey from Baltimore in his car at a good price, since he bought all his whiskey in Baltimore, where it costs less than in South Carolina.

If the dealer or any of his friends was interested in buying the whiskey, the man asked for cash—refusing to take checks—and left with the understanding he would deliver the whiskey directly to the residence.

He then skipped town with the cash and made no deliveries.

The man has used the name Miller on occasion and may also use other names. He said that he drove a Cadillac and his wife an Oldsmobile.

No whiskey store exists at the address he has given in Myrtle Beach and no such man is known there.

The man seems to be centering his activities around automobile dealers, according to the bulletin from the South Carolina association, and is using various names and come-ons.

Dealers in South Carolina and neighboring states should be on guard against this smooth talker.



BALANCED ReNu Clutch Pressure Assembly

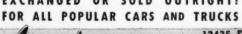
MATCHED & MATED with a New Accurate Powerflex Plate, then both

TESTED together for full release & smooth engagement

SEALED & PACKAGED in one easy-to-handle, plainly marked carton

WRITE FOR DETAILS

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REPLACEMENT UNIT CO. 1505 Rockwell Ave.
REBUILDERS OF GUARANTEED CLUTCH ASSEMBLIES

Jobber News

(Continued from page 79)

Hamby of Charlotte, N. C., chairman; Joe Black, Ned Holland, Hap Jones, Harold Hart, Bob Coleman.

Advisory: John Rogers, John Doyle, Hap Jones, Arnold Siegal.

This Bird Discourages High-Flying Ideas

A PAPIER-MACHE goose, perched in New Orleans Auto Supply Co., is a constant lesson of caution to the men who do the buying, according to R. E. Zerlin, proprietor of the Louisiana firm.

"Way back in the days of the Model T, a high-pressure salesman sold New Orleans Auto Sup-



The goose herself!

ply a substantial initial order of Grey Goose shock absorbers for Model-T Fords and other cars," Zerlin said. "When the shock absorbers were received, it was found that they were not practical and did not even fit.

"The merchandise was eventually junked and the grey goose, which was part of the display material, is retained as a lesson of caution against high-pressure salesmen. It has more than paid for the investment in shock absorbers."

Rebuilders Meet in Texas

The 1952 convention of the Automotive Engine Rebuilders Association will be held at the Plaza Hotel, San Antonio, Texas, May 5-7. This 30th anniversary meeting will be the first one the association has held in Texas.

Virginias-Carolinas Group Meets at Southern Pines

THE fall meeting of the Virginias - Carolinas Automotive Wholesalers Association has been set for Oct. 11-12 at the Mid-Pines Club, Southern Pines, N. C., according to H. Lester Flowers of The Flowers Co., Hickory, N. C., president.

"We are expecting to have one of the best meetings we have ever had," Flowers said. "Jack Wiggins of NSPA and Whit Ruark of MEWA are principal speakers. Gus Travis, columnist for *The Charlotte Observer* and other periodicals, is the after-dinner speaker."

"We have added the Kerrick Kleaner and chemical lines," Don Sanders of Farmington Auto Supply Co., Farmington, Mo., reported last month.

"Mac" McDaniels is now outside contact man for Piston Ring & Parts Co., Atlanta, Ga.



Cash in on this ready-made market for SPEAKER Directional Signals! Sell safety now—it's too hot to wait! A quick sale, an easy installation. Warning signal flashes automatically on front parking and tail lights. No unsightly gadgets to attach; no holes to drill; no wires to splice; all wires provided with standard equipment terminals. Tailor-made for each make of car—just like original equipment. Snap out the old socket; snap in the new! Set includes sturdy, diecast, rich chrome-finished lifetime switch; color-coated wiring harness, flasher, fuse block, indicator light, double filament bulbs, sockets or contact wafers when required, full instructions. Installs in less than an hour. Approved in all 27 states requiring device approval. Unmatched quality!

SPEAKER Automatic Self-canceling Directional Signals available for late model Chevrolet, Ford, Plymouth and Dodge passenger cars and trucks. Manually canceling Signal Kits for most other cars from 1942, including latest models. Priced right for ready salability and a good profit.



Gross Sales Reported Up By Many; But Others ----

For many Southern jobbers, gross sales volume took definite turn upward by or since August 15, but there are some problems ahead to supply the demands of customers if metals scarcities should limit the production of some parts and equipment.

These points—and many oppos-

ing views—were brought out in a survey sent to 300 wholesalers in mid-September. Some answers reported no upturn in gross sales volume since mid-August, and there were reports also of lower volume.

Among the replies were: Edward Coward, president, Al-

A Reader Survey

lied Auto Parts Co., Inc., Mobile, Ala.—"Our volume since mid-August has been just about equal to the past 90 days. However, we have had many large orders from car dealers calling for hard-to-get critical items which, due to our inventory system and stock control, we have not been able to fill.

"It is our opinion that we are going into a critical period as far as concerns orders and ability to secure the items from our suppliers, which we believe will reflect in other jobbers' operations."

Oscar R. Johnson, manager, Noel's Auto Electric Service, Inc., Jackson, Miss.—"Our sales volume during the month of August was the largest in the history of our business. Even with certain shortages, our prospects for this fall look good. We have recently added the following personnel: two in the office, three in our service department and one road salesman."

Lee Braxton, president, Braxton Auto Parts, Inc., Whiteville, N. C.—"Naturally we have an upturn in business during August on account of our tobacco marketing season. However, I see signs of an upturn in business on account of the age of cars running today, and also the buyer resistance for new cars on account of higher prices.

'It is my feeling that we have passed the low point in the automobile parts distributing business and that the trend from now on will be upward. And beginning in about six months from now the momentum will greatly increase. because 50,000,000 cars and trucks cannot be operated without a lot of parts and maintenance. Many shops are seeing this now, and are purchasing equipment, especially for appearance reconditioning. In the past it has not been too important to recondition cars for resale, but the dealers now see that this will be necessary, especially on the cars three or more years old. The shops are all busy in this area, and there is a shortage of mechanics.

Clarence C. Erskine, president, Automotive Electric Co, Johnson City, Tenn.—"In our immediate territory the 'fall spurt' is a little late getting under way, as it usually has gotten a pretty good



start by the middle of September.

"It is our careful opinion that the car dealer is still too heavy with inventory and continues to buy on a hand-to-mouth basis and that on short items, as the average buyer is working on a 'cut-dollar inventory' edict from the boss.

"The smaller garage or service station doesn't know what to do as he, together with the rest of us, is waiting to see what happens in Korea. Once we know where we are going in Korea, I think that will loosen up the taut muscles of business and permit us to go ahead, maybe showing a little increase, but we are not looking for too much of an improvement for the balance of the year.

"Money continues to get tighter with the average 'Joe,' and, after all, if he doesn't have it to spend with his garageman or service station, they in turn have to closein on their automotive jobber.

"Our sales are still on a par with last year, but we are having to dig deeper and stay longer sweating it out daily and extending our credit exposure a little further than we usually like to go. That, plus the squeeze on profits placed on us by most of our suppliers and the additional freight we are having to pay, would force us to say to anyone thinking of getting in the parts business should think twice, then go ahead!"

G. H. Linkous, owner, Link's Danville, Va., who reported an upturn in volume—"Moving our inventory and holding down purchases. We are afraid of our present economy. Getting liquid. It may be the wrong time to do this, but if we have cash on hand we are not afraid of anything."

are not afraid of anything."

R. H. Curby, owner, Curby
Auto Supply Co., Ottava, Kan.—
"Our business has been off on account of flood. Forty-three accounts are entirely out of business as the buildings are entirely gone. We believe it will take several months to get most of them back in business."

W. M. Padgett, president, Southwick Automotive, Inc., Topeka, Kan.—"Fair upturn in gross sales volume. The flood caused considerable loss and what relief is really given losers will determine future increase."

Maxie P. Blalock, owner, Decatur Parts Co., Decatur, Ala.—
"I am glad to report that August was our largest volume month

since we bought Decatur Parts Co. 18 months ago. The outlook in general is very good in the Tennessee valley for fall and winter business."

L. C. Matthews, sales manager, Alexander-Seewald Co., Atlanta, Ga.—"Upturn of about 20 per cent since mid - August. The month of July and early August were off. However, the latter part of August and on to date business has been good."

Charles Silbert, partner, Auto Supply Co., Augusta, Ga.—"Sales so far in 1951 have been fairly consistent and are away ahead of 1950. Scarcity of skilled help is still the No. 1 problem in this area," where the huge H-bomb plant is being built.

J. Kenneth Terry, general manager, Terry Automotive Supply, Dallas, Texas—"Gross sales volume since mid-August up approximately four per cent."

R. A. "Dick" Nix, store manager, Jenkins Automotive Parts Service, Columbia, S. C.—"Gross sales have jumped since mid-Au-



gust because of increase of machine-shop work. Machine-shop sales are at highest peak in last 18 months.

"We believe this increase has been due to the latest modern equipment which has been installed in our shop and the fine quality of work put out by our men under the supervision of Eddie Jenkins, Jr., and his new assistant, Frank Taylor.

"We feel that the new AERA shop catalog which we are ready to put out will increase shop sales

quite a lot more."

A. D. Howe, owner, Auto Specialty Co., Wheeling, W. Va.—
"August slumped about 20 per cent under August, 1950. Business in general here has been bad, possibly due to local conditions—strikes, coal lay-off and local racetrack meeting, which are noticeable factors each year. September so far has shown an uptrend."

A decline in volume since mid-August was reported, for probably some of the same reasons, by John D. Gift, owner, Dunbar Motor Parts Co., Dunbar, W. Va.

Many replies stated merely "up," "down" or "about the same" to the question.

Thirteen Southerners Added to AERA

THIRTEEN Southern jobber-rebuilders are among the firms added to the roster of Automotive Engine Rebuilders Association during recent months, according to an association bulletin.

They are: Auto Supply Co., Roanoke Rapids, N. C.; Auto Supply Co., Inc., Nashville, Tenn.; Braxton Auto Parts, Inc., Whiteville, N. C.; Broadway Machine & Motor Supply, Oklahoma City, Okla.; Hartbauer Auto Parts Co., Washington, Mo.; International Motor Rebuilding Co., Houston, Texas; Landrum Auto Parts, Inc., Laurel, Miss.; McDonald Auto Supply Co., Amarillo, Texas; Motor Service & Parts Co., Norfolk, Va.; The Parts Co., Columbia, S. C.; Rebuilders, Inc., Garland, Texas; Valley Grinding Co., McAllen, Texas, and Vilven Motor Rebuilding Co., Houston, Texas.

Quincy Appoints Stone

Harold Stone is now manager of the St. Louis, Mo., office and sales territory for Quincy Compressor Co. He formerly was in the New York office and before that in the home office at Quincy,

Automotive Super-Market Buys Smalley Supply

A UTOMOTIVE Super - Market, Inc., Kansas City, Mo., has purchased the inventory, furniture and fixtures of the Smalley Automotive Supply Co. The store is at 1619 McGee Street, Kansas City.

In addition to parts, supply and equipment lines, the firm has added a unit parts exchange service, L. P. Cain said in announcing the sale.

Floyd Ennis has been promoted from territory salesman to manager of the Raymondville, Texas, store of Burton Auto Supply. He replaces Earnest Morrison, resigned. Carol Rydl, counterman at Weslaco, has taken over the territory which was formerly worked by Ennis.

James Santoya has been added to the counter staff of Farmington Auto Supply Co., Farmington, Mo.



The water was fine and the food likewise at the annual picnic of Mills-Morris Co., held at Lake Crest Farm, Memphis, Tenn. More than 300 attended, including manufacturers' representatives and employees and their families from branch stores at Union City and Milan, Tenn.; Tupelo, Jackson and Greenville, Miss., and Jonesboro, Ark. Shown at the edge of the swimming pool are (L to r.): Miss Margaret Carlton, Memphis; Mrs. Betty Garey, Memphis; G. E. "Ned" Pitcher, manager at Tupelo; Miss Bobbie Jernigan, Memphis; Miss Sammic Foster, Memphis, and Doug Nanney, Tupelo.



General Shepard Joins Thompson Products

BRIGADIER General Horace A. Shepard has resigned from the U. S. Air Force to become vice-president of Thompson Products, Inc. He formerly was director of procurement and production engineering in the office of the Deputy Chief of Staff, Materiel, at Washington.

He will assist J. D. Wright, general manager of Thompson Products, in the expansion program to handle defense projects of the company.

Gates Opens Warehouse For Dallas Area

THE new warehouse of Gates Rubber Co. at Dallas, Texas, was opened last month under the direction of L. H. Clampit, zone manager. J. C. Weston and Chet Miller are in charge of warehouse operations.

Western Texas will continue to be served from the Denver warehouse but the remainder of Texas and all of Louisiana and Mississippi will be served from Dallas.

Durabake Names Kralovec

Donald E. Kralovec has been appointed sales manager for the Durabake line of infra-red equipment for automotive refinishing, it has been announced by E. L. Bates, vice-president in charge of sales for the Fostoria Pressed Steel Corp.

"We have added the Auto-Lite battery line and have had a very good volume in getting started with it," Owner Maxie P. Blalock, Decatur Parts Co., Decatur, Ala.. reported last month.



Burton Starts Building At Weslaco, Texas

Construction has begun on a \$50,000 building for Burton Auto Supply, Weslaco, Texas, it has been announced by J. S. Mc-Manus and Reeves Russell, owners. The building will be on U. S. Highway 83.

The structure will contain about 10,500 square feet of floor space. A parking lot 50 feet wide adjoins the building on the east

side

The salesroom will occupy the entire front of the building. Warehousing and stock area will be immediately behind the salesroom and the shop is at the rear.

"General conditions in our territory are good but not booming,"
O. L. "Pete" Garner, secretary-treasurer of Hayes & Hopson,
Inc., Asheville, N. C., reported last month. "Vacations are about over and we are awaiting 'with eager anticipation' the fall business rush!"



A BRANCH warehouse of Federal-Mogul Service Division of Federal-Mogul Corp. was opened October 1 at 412 Broadway, S.W., in Knoxville, Tenn., to service Knoxville, Bristol, Norton, Va., Kingsport, Greenville, Tenn., and territory adjacent to these localities.

The branch will operate under the Southeastern district office at Atlanta, which is directed by Harry Gee. In charge of the branch will be W. T. Neely, resident of Knoxville whose experience includes service with General Motors trucks and with a Ford dealership there.

Alabama Parts Personnel Frolic at Birmingham

EMPLOYEES of Alabama Auto Parts Co., Birmingham, and their families took time out last month for a barbecue at Lane Park in Birmingham. About 70 were present.

"Besides plenty of barbecued ribs, the activities included a softball game and a horse-shoe contest," said President Arnold J. Siegal.

New Orleans Office Opens

Bennett Pump Division of John Wood Co. has changed distributing facilities for Louisiana and Arkansas and established a direct sales office in New Orleans. George M. Rittiner and Blair G. Rittiner of Rittiner and Associates have been appointed co-district managers for Louisiana.

Bishman Appoints Shaw

Shaw Brothers, 722 Massachusetts Ave., Indianapolis, Ind., has been named representative for Bishman Manufacturing Co. in Kentucky and southern Indiana.

Partner Ernie Troutman of Piston Ring & Parts Co., Atlanta, Ga., returned recently from a sixweek trip to the West Coast. Yosemite, Big Bear Lake and the Grand Canyon are just a few of the places he visited.

Leady Davis of Atlanta and Miami and Tom Mangle, formerly of Jacksonville, Fla., have joined the counter force of Piston Ring & Parts Co., Atlanta, Ga.



If you had seen these Martin-Senour representatives two days before this shot was made, the picture would have been different. They donned coveralls for refresher courses in cold and hot spray application of lacquer and enamel. They finished the annual conference in the more conventional dress shown here with a study of sales aids and goals for the year.

AAR Distributes 1951 Membership Roster

THE 1951 edition of its membership roster has been distributed by Automotive Affiliated Representatives, Ed. L. Lee, executive secretary, announced last month

In addition to listing members by geographical groups, the roster includes a list of manufacturers represented by one or more members. The 1952 AAR calendar, which will list all members, will be mailed to the entire industry, including wholesalers, by Dec. 1, Lee said.

Carl Gracely Leaves Houston Territory

Carl Gracely of the DeVilbiss Co. is being transferred from the Houston, Texas, territory to Newark, N. J. Gracely was president of Automotive Booster Club B-30.

"My years in the Texas territory have been most enjoyable and it is with much regret that I move on to another location," Gracely said.

La Towsky Will Head Sales Of Du Pont Specialties

HARRY R. La Towsky is now manager of Specialities Sales of Du Pont's Fabrics and Finishes Department. He succeeds G. W. Sherin, who retired recently after 25 years in that position.

La Towsky had been assistant manager under Sherin since 1929. He has been succeeded by C. A. Weslager.

"Get Truman off our neck." That was the remark by John Harvey, partner in Harvey-Merrithew Co., Ltd., Dallas, Texas, when he was asked if he had any comments on current trade problems.





What about the guy who decides to "get a few more miles" out of the old set? Well... there are two ways to sell him: (1) rescue him from a jam like Bill is doing, above or (2) tell him about the bonus mileage with safety he gets with RiteSet LONG LASTING LINING!

RiteSet's new ELEC-TREAT compounding and curing process is the latest thing...makes standard lining heavy-duty-produces high friction with low wear. Gives your customers many extra miles at no extra cost!

RiteSet's mileage bonus with safety makes a big hit. Customers bring in friends...friends bring in friends...sometimes even enemies bring in friends. In the meantime, you'll be cashing blue chips. Install RiteSet on your next job and see for yourself!

RITESET WAREHOUSES ATLANTA BOSTON CHICAGO DETROIT HOUSTON MINNEAPOLIS PHILADELPHIA RICHMOND SAN FRANCISCO SEATTLE



RiteSet

2435 Enterprise Street Los Angeles, California RiteSet products are sold thru Jobbers

Roysdon Named Manager Of Standard Parts

GEORGE W. Roysdon has been appointed sales and store manager of Standard Parts Co., Tulsa, Okla., it has been reported by Mrs. W. N. Dannenburg, president. He has been with the firm 20 years.

Paul C. Withers, machine-shop specialist, has replaced Roysdon in his sales territory.

R. W. Milbourn, office and credit manager, has added the purchasing department to his responsibilities, with W. L. Shoemaker continuing as purchasing agent.

S. G. Puryear has left the company to join 555, Inc., Little Rock, Ark.

Spaulding Heads B & D Sales

John F. Spaulding is now sales manager of The Black & Decker Mfg. Co., Towson, Md. He succeeds Glenn H. Treslar, recently promoted to vice-president.



♠ An automobile isn't much without fasteners. But any automotive repair shop could make a fine car from the "wreck" shown above—with the proper bolts, nuts, screws and other fasteners.

Yes, fasteners are important to automotive repair shops. So make sure you're particular about the fasteners you buy and use. Always specify Lamson.

The LAMSON & SESSIONS Co.

General Offices: 1971 West 85th Street * Cleveland 2, Ohio Plants at Cleveland and Kent, Ohio * Chicago * Birmingham

LAMSON & SESSIONS



Did Mills Discover The Fountain?

The "latest word" about Walter Mills, president of Auto Parts Co., St. Louis, Mo., came via Rosalie Knight of the firm:

"Rejuvenation! That is the only appropriate word I could find to fully describe the appearance of 'our boss,' Walter Mills, as he returned from a sojourn into the Canadian woods.

"Being anemic on my own, I began to wonder why I couldn't go where he did and come back with the 'new look."

"Ponce de Leon searched for the fountain of youth. Mr. Mills went forth and came upon Sioux Narrows. Very little is heard of it; it sits in practically a world of its own, away from civilization.

"Fishing you dream of? Hunting? Well—bear, deer, duck, grouse and moose. A paradise in its own right. And yet Sioux Narrows Lodge affords one every available comfort known to man. No wonder the milliondollar look! I'm beginning to save towards my visit next summer to 'God's country'—Sioux Narrows, Ontario, Canada."

Tampa Parts Appoints Turner and Yent

WILLIAM B. Turner, Jr., formerly vice-president and purchasing agent of Central Illinois Wholesalers, Inc., Springfield, Ill., has joined The Tampa Auto Parts, Inc., as operating manager, it has been announced by President Bob F. Deriso.

Chris Yent, formerly assistant manager of Sears, Roebuck & Co. at Tampa, has been named sales manager.

Hazen Joins Holley

Jerry Hazen has joined Holley Carburetor Co. as assistant regional sales and service representative. Included in his territory are Kentucky and parts of West Virginia.

Roberts of Timken Killed in N. C.

JOHN P. Roberts, 43, assistant general manager of The Timken Roller Bearing Co., Service Sales Division, was killed in an automobile accident near Spruce Pine, N. C., last month. He had been with the firm since 1935.

P. T. Ancarrow, Atlanta division manager, and W. L. Walthall, a salesman, were seriously injured in the accident. The three men were calling on accounts in the Atlanta territory when the accident occurred.

Roberts had worked in several district offices before being named assistant general manager in 1945

Jim Tapp Goes into Field For P & D Manufacturing

F. "JIM" Tapp is now representing P & D Manufacturing Co., Inc., in the territory. He will have four or five assistants in working with jobbers to build sales volume.

He has been in the territory for a number of years and is well known to many jobbers.

Pinkston Will Head Ferguson Supply

FRED D. Pinkston, former vicepresident and general manager, has been elected president of Ferguson Auto Supply Co., Lubbock, Texas. He will continue as general manager.

William S. Johnson is secretary-treasurer of the firm.

D. E. Witherspoon and John Ek, Jr., are no longer with Bourne Auto Parts Co., Greenwood, S. C., Owner R. S. Bourne reported last month.

"We have two newly-weds in our outfit: Eugene Ferguson and Robert Pearson," W. C. McCubbins, president of Peoples Auto Supply, Inc., Danville, Va., reported last month.

"We have added Sparton Automotive Division to our lines," Partner John Harvey, Harvey-Merrithew Co., Ltd., Dallas, Texas, reported last month.

Joe Neville is now buyer and manager of Bourne Auto Parts Co., Greenwood, S. C. He formerly was with Auto Supply and Equipment of Atlanta.



Here's what you get:

- 3 cans of KRYLON ACRYLIC SPRAY
 (SEP Advertised)
- Colorful WINDOW BANNER

(helps you get the allimportant first job)

• 8 "KRYLON-IZING" TAGS

(assure that customers will come back for new jobs regularly every 6 months) "Krylon-izing" waterproofs the entire ignition system. Protects it against corrosion, rust, dirt. Prevents shorting at terminal points. Increases battery life. Eliminates starting failures because of moisture. You just spray on Krylon, right from the can. Each job takes about 15 minutes' time—and dealers everywhere are selling thousands of jobs at \$2.95 to \$4.95 per. There's heavy dough in a deal like that! Right now is a perfect time to cash in—because it's easy to sell a "Krylon-izing" job as part of every fall changeover. So call your jobber—get your special kit—and get started today!

Ask your jobber about the NEW KRYLON CHROME PROTECTOR.

KRYLON, INC.

Dept. 1710 2601 North Broad Street Philadelphia 32, Pa.

Texas Jobbers Emphasize Highway Safety Program

By Baron Creager Southwestern Editor

WITH special emphasis on highway safety and with this topic getting major attention in two of the four half-day business sessions, the Automotive Wholesalers of Texas attracted record attendance for the annual fall meeting in Houston, with representation from 90 per cent of the members.

The convention, held at the Shamrock Hotel Sept. 28-29, was also heavily attended by Texas Boosters, with 50 out-of-town manufacturers' men registered. Practically the entire membership of Booster Club No. 30 of Houston participated and most of its membership worked in arranging entertainment and other features of the meeting.

The safety theme was emphasized before the convention opened in a conference of parties interested in forming a permanent Texas Highway Safety Council. This council organization, to which most of one of the sessions



TURN, GRIND BIGGEST DUALS

1. Fast, smooth, independent hydraulic feed on both grinder and tool compound. 2. Absolutely no sog, outboard, live center support eliminates sag . . . spindle mounted in Timken bearings. 3. Turns and grinds a full 16" in depth. Capacity to 40" diameter drum and dual wheels to 1600 lbs. 4. Outboard swings away when wheels are being mounted.

Write for information on Model SDH Hydraulic Brake Drum Lathe. Lempco Products, Inc., 5490 Dunham Rd., Bedford, Ohio.





These men were chosen last month to head Automotive Booster Club B-30 at Houston, Texas, They are (l. to r.): Scated, Frank Meck, first vice-president, and President Sam Steed; standing, J. R. Lawson, treasurer; Dan Pettit, second vice-president, and C. F. Mackey, secretary. Steed had been acting president for part of the term of Carl Gracely, who was transferred from the territory.

was devoted, resulted in confirmation of these officers: A. A. Swank, Houston, president; C. L. Yarborough, Port Neches, vice-president; Alden Davis, Austin, secretary - treasurer, and State Senator G. C. Morris, Greenville, executive secretary and manager.

The convention devoted most of another business session to discussions by two key figures in Texas highway safety—Col. Homer Garrison, director of the state department of public safety, and Capt. G. W. Busby, charged with enforcement of the recently-enacted vehicle-inspection law.

In the final session, the jobbers decided to hold the next fall meeting in Corpus Christi, home of J. T. Davis, retiring president.

These officers were elected: J. B. Wilson, Gulf Distributing Co., Houston, president; Alden Davis, Walter Tips Co., Austin, vice-president; Jimmy Wilson, Motor Machine and Supply, Houston, treasurer, and Jimmie Quicksall, Quicksall-Pryor Co., Lubbock, secretary.

Retiring President Davis will serve with these directors: Joe Ward, Joe L. Ward Co., Waco; Chester Westbrook, Westbrook-Reynolds Co., Texarkana; Kenneth Terry, Terry Automotive, Dallas; Wayne Bull, Wayne Bull Auto Parts, San Antonio; Kindel Paulk, Wichita Falls Battery and Electric Co., Wichita Falls; Irvin Gabbert, Gabbert Auto Supply, McAllen; J. E. Walker, Walker Auto Supply, Big Spring; George

Leisher, George's Auto Supply, Fort Worth, and August Yakie, Yakie Supply Co., Port Arthur.

Speakers from within the industry included Frank J. Brogan, ABC regional vice-president, of B-4 in Dallas; Harry Pearson of B-30 in Houston; Howard Reed of MEWA and Jack Brand of NSPA.

Senator Morris urged jobbers to pledge themselves, individually and collectively, to enforcement of the vehicle-inspection law and to guard against its being turned into a "racket."

Southwestern Distributors Names Wright Manager

BARTON Wright has been named general manager of Southwestern Warehouse Distributors, Inc., Dallas, Texas, it has been announced by Vernon Kleier, president.

Wright formerly was general manager for Jno. Muller Co., Fort Worth. Before that he was divisional sales manager for Hastings Manufacturing Co. for 11 years and manager of NAPA in San Antonio and Dallas for about 12 years.

General Names McClintock

McClintock Sales Co.. Inc., Dallas, Texas, has been appointed Southwestern representative for the General Automotive Specialty Co., it has been announced by Ben Hermann, president of the New York manufacturing firm.

News Briefs

(Continued from page 75)

elevated from vice-president to president; H. C. Christopher of Fort Payne, R. K. McMillan of Brewton and David W. Canon of Opelika were elected vice-presidents, and Rex Sikes of Luverne was named secretary-treasurer. Retiring President Rush Stallings of Montgomery and Mrs. Stallings were presented a silver service in appreciation of his services.

Among the speakers were Congressman Carl Elliott of Jasper; A. H. Mitchell of the OPS, Montgomery; Homer E. Krog of the Wage-Hour Division, Birmingham; W. H. Sewell of the Federal Reserve Bank of Atlanta; H. B. Sharer, sales-training specialist of U. S. Rubber Co., New York City; M. R. "Bud" Darlington, Jr., managing director of the Inter-Industry Highway Safety Committee; Dr. Kenneth McFarland of Topeka, Kan., General Motors consultant, and W. C. Teague of The Commercial Appeal, Memphis.

Cecil M. Hunter, "Stuttering Sam" of Tulsa, Okla., entertained a luncheon and a "Circus party dinner under the big top" was the closing event.

472,872 Stockholders Set GM Record

SHAREHOLDERS in General Motors Corp. rose to a new high of 472,872 during the third quarter of 1951. This was a 42,420 increase over the number of owners of common and preferred stock during the third quarter of 1950, shortly before the reclassification and split of the common stock. There were 465,025 shareholders in the second quarter of 1951, it was stated.

Holders of common stock reached 442,897 during the third quarter, compared with the previous high of 435,061.

Clarke Heads Sterling Sales

Roderick H. Clarke, formerly with Autocar Co., has been appointed sales manager of the Sterling Division of The White Motor Co.

Lincoln Names Gribben

R. Warren Gribben has been appointed sales manager of the Automotive Division of Lincoln Engineering Co., St. Louis, Mo.

Kester Solder



Kester Acid-Core Solder is made from the finest grades of tin and lead available. The tin-lead content was established by the trade as the alloy that would give the best results.

Dependable Quality

The same top quality year after year. Kester Solders — acid-core, special radiator flux-core, rosin-core and other solders. Can be relied upon to do the job right.

Saves Time

The boys back shop will not consider anything but Kester. They know it is faster and easier to use ... makes the best solder bonds.

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> KESTER SOLDER

The Mechanics Standard since 1899



Ford Tells Background On Price Increases

HENRY Ford II, president, Ford Motor Co., in September made the following statement in regard to the new Ford prices authorized by the Office of Price Stabilization:

"During the past 20 months the prices we have had to pay for the materials, parts and labor that go into our cars have been allowed to increase \$141,000,000 a year.

"This means that it costs us today \$109 more to make the average Ford car than it did in Janu-

ary, 1950.

"We had expected to be given the same treatment by OPS in this situation as that given to almost all other manufacturers four months ago under CPR 30. But we were not. Under CPR 30 we could have recovered about \$84 of the \$109 added cost per Ford car. The rest of it we would have had to pay ourselves.

"Instead, under this new regulation, we can recover only \$49.53 on the wholesale price of a representative-model Ford car. This difference in treatment alone will



D. B. Seem, advertising manager of The Electric Auto-Lite Co., signs his name to a contract so that motorists can call Western Union "Operator 25" in any city in the country and find out the name of the nearest Auto-Lite dealer. Seated beside Seem is Bert MeNeilly of Western Union. Standing are (l. to r.): J. A. Shank, manager of Parts and Service Division; W. E. Blank, sales manager of Auto-Lite Battery Corp.; H. R. Butts, sales manager, Merchandising Division.

cost Ford Motor Co. \$25,000,000 a

"If those who are controlling prices and wages had been as tough on other parts of our economy as they have been on the automobile industry since last December, there would be far less inflation today. Furthermore. Ford Motor Co. still would have available about \$100,000,000 that has been paid to others in added prices to buy what we at Ford must have to make cars. That is money we would like to have right now to help us build the defense plants we have to build with our own money under our defense contracts."

Mileage May Set Record. Kentuckians Are Told

OTOR-VEHICLE mileage in the M United States this year may total more than half-a-trillion miles for the first time, Karl M. Richards, manager of the field services division of the Automobile Manufacturers Association. told the Kentucky Automobile Dealers Association at its convention at Kentucky Dam Village State Park Sept. 16-18.

Attendance at the meeting was approximately 170 dealers and guests, according to Lew Ullrich. managing director of the association. O. R. Harrod is president.

Let it Rain--Let it Snow --Let it Shine --Let it Blow! THE PERFECT WEATHER CONTROL FOR YOUR CAR

· A quality line with fast turnover, BIG PROFITS. Insist on the best . . . Ask for Knomvent.

Sold by better jobbers everywhere. Write for name of closest jobber.

642 CRESTHILL AVENUE, N. E.

GEORGIA



ATLANTA,

Cate-McLaurin Co., Columbia, S. C., one of the largest tire dealer-ships in the South, is now doing business in this \$150,000 plant. Charles J. Cate, Jr., retail manager, and J. W. McLaurin are pariners. The firm has more than 40 employees and a distributing area in-cluding most of South Carolina and part of North Carolina.



J. D. Thompson, assistant regional manager in Atlanta for the Chevrolet Motor Division since 1948, heen promoted to regional manager. With the division for 28 years, he has worked in the Knoxville, Charleston, W. Va., Louis ville, Jacksonville and Charlotte zones. He succeeds P. Sever, who has retired.

Industry Drive Produces 33,000 Tons of Scrap

More than 33,000 tons of dormant iron and steel scrap, or enough to fill 775 freight cars, has been turned up as the result of the automotive industry's drive to help relieve the nation's critical shortage of scrap, J. A. LaCourse, chairman of the Scrap Committee of the Automobile Manufacturers Association, reported.

While representing only preliminary reports from members of the industry, LaCourse said the scrap collections last month are indicative of the all-out effort of the automotive program.

"A dormant-scrap program requires extensive review of equipment inventories in both company and vendor plants," La-Course said. "Once these preliminary steps are completed, movement of scrap to steel mills will increase sharply."

He pointed out that the current program is over and above the industry's regular scrapping procedures which yield thousands of tons of production scrap weekly. The current program is concentrating on turning up obsolete tools, dies, machinery and other equipment. Automobile dealers throughout the country have been asked to work on the scrap drive through their local scrap committees.

In a normal life of eight years an automobile consumes 16 times its weight in gasoline.



August Factory Sales Drop 33 Per Cent

A ugust factory sales of motor vehicles totaled 549,708 units, a decline of 33 per cent below the same month in 1950, the Automobile Manufacturers Association said late last month.

For the first eight months of 1951, a total of 4,931,884 cars, trucks and buses was turned out, the AMA said. This compares with 5,275,141 units last year.

Exports during August totaled 45,333 units, an increase of 68 per cent above August, 1950. Shipments of new motor vehicles to foreign markets for the eightmonth period of 1951 were seven per cent of the industry's output.

Maxwell and Flanagan Named by Maremont

W. "Ken" Maxwell has been appointed assistant director of sales for Maremont Automotive Products, Inc. He will cover the eastern section.

J. M. "Jim" Flanagan has been

J. M. "Jim" Flanagan has been appointed assistant director of sales for the midwestern section.

LEMPCO VAC handles 25½" clutch plates

This clutch plate and flywheel grinder, with extra capacity for large work, turns and grinds simultaneously.

Just lay the clutch ploto down on the chuck, fosten the clamps and you're ready to turn and grind. The work is ground wet with a variable hydraulic feed from 0" to 60" per minute. Other flot work such as dies can be tur

Lempco Invest in LEMPCO EQUIPMENT ... It pays its own way



Officers of the Kansas Motor Car Dealers Association took time out for this photo with W. F. Hufstader of General Motors Corp. and R. D. McKay, NADA president, who addressed the meeting. Appearing (l. to r.) are: Ralph Perry, Kansas City, vice-president; President Frank McDowell, Parsons; Willard Noller, Topeka, reelected treasurer; McKay; Roscoe Hambric, secretary-manager; Hufstader, and John H. Butts, Wichita, retiring president.

Adequate Parts Production Urged by Kansas Convention

DETERMINED optimism in the face of rising prices and material shortages was the keynote of the 20th annual convention of the Kansas Motor Car Dealers Association Sept. 27-28 at the Town House Hotel, Kansas City, Kan.

Approximately 600 delegates heard W. F. Hufstader, vice-president of General Motors Corp., warn that curtailment of steel and other vital materials would cut automobile production still further. They adopted a resolution urging the government to allocate sufficient materials "for the production of essential maintenance and repair parts for cars and trucks."

The dealers also adopted a resolution commending state officials for their excellent cooperation and service. Hufstader urged that the association support the state's long - range highway - improvement program.

The dealers went on record in unqualified opposition to any increase in the present excise taxes on automobiles. The secretary was directed to send copies of resolution to Kansas senators and representatives, urging them to oppose any excise-tax increases and to advocate that the increases

in a bill pending in the Senate at the time of the convention be stricken out.

A panel discussion of OPS price controls was another program feature. Larry Ryan, director of the Office of Price Stabilization in Wichita, and two of his associates, C. D. Chapman and H. G. Britton, led the discussion and answered questions from the floor. Virgil Hill, newspaperman of Topeka, moderated the panel.

The convention adopted a resolution asking that dealers "be allowed the same percentage of discount on past and future price increases granted to the manufacturers under which dealers operated prior to the passage of price-control legislation."

Another resolution complimented R. D. McKay of Wichita, president of the National Automobile Dealers Association, and the directors and staff of that association.

Borg-Warner Names Ingersoll

James H. Ingersoll has been elected vice-president of the Ingersoll Products Division of Borg-Warner Corp. He has been with the company since 1937 and was assistant to the president.

One-Time Service Manager Is in Line to Head NADA

The former service manager of a one-time small Southern dealership will become president of one of the largest trade associations in the world next January, if the usual procedure is followed.

J. Saxton "Sax" Lloyd, president of Daytona Motor Co. (Buick - Cadillac), at Daytona Beach, Fla., and vice-president of the National Automobile Dealers Association, is in line for elevation to the presidency at the convention in New York January 27-30.

Lloyd began his automotive career in 1926 as a service-department employee with the Buick dealership in Daytona Beach. He was successively service manager, parts manager, sales manager and general manager. At 27 he became president of Daytona Motor Co. He has been sole owner since 1938.

He is well known to many of the 34,000 dealers he would head as president of NADA. He has spoken—or will speak this fall to practically all Southern stateassociation meetings and at several NADA conventions. His wit and his way of putting across his



Mr. Lloyd

speeches have won high praise from dealers.

Lloyd is a past president of the Florida Automobile Dealers Association and a member of the General Motors Dealer Council.

A series of four clinics on problems of the service department will be an additional feature at the January convention, the convention committee said.

One of the service clinics is being handled by the employer-employee relations committee and will feature tested methods of personnel management. Guy B. Arthur of Toccoa, Ga., personnel consultant to NADA, and Arthur Haas, Cleveland, Ohio, dealer, will lead the discussion.

The revised order for the business clinics is: public relations and business management on Monday, government regulations and trucks on Tuesday and used cars on Wednesday.

The public relations committee has announced it will stage another dramatic presentation, similar to the one that made such a hit at Miami Beach.

Entertainment features include a Victor Herbert musicale Sunday evening, grand ball on Tuesday evening and the family party.

The 1953 convention will be held in San Francisco in mid-February.







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CONSISTENT PERFORMANCE AT LOWEST COST!

VIXEN gives you a choice of spark plug cleaner only at \$5.75, or spark plug tester only at \$18, or combination cleaner and tester at \$24.75, or Vixen Deluxe in hammertone grey or white enamel at \$31.50.

You Can Pay Much More But You Cannot Give Better Service!

See your jobber or write to -

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RAJAH PAT. HAND CRIMPING TOOL



NOTE-The simplicity of this Tool It strips and also crimps Rajah Terminals to Ignition Cable

Order from your jobber or direct from us. Send for circular and prices.

The Rajah Company, Bloomfield, N. J.



ANOTHER AUTOMATIC PRODUCT SOLD BY YOUR AUTOMOTIVE JOBBER

WRITE FOR CATALOG S-5

TOLERANCES . . . As lew as .0002" on critical operations. **BEARINGS** . . . All bearing-type pumps equipped with nationally known and advertised bearings and lifetime

SEALS . . . Beliews type, of synthetic rubber impervious to oil and reinforced to prevent cracking.

SHAFTS : . . All grease-type pumps equipped with long-wearing, precision-ground shafts.

GUARANTEE . . . Every Linmor Water Pump is guaranteed fully against defects in material and workmanship and to fit exactly the car for which it is designated.

Linmar Division AutoMATIC STEEL PRODUCTS, INC. . CANTON &, ONIO al Supplier to the Aut

The demand for factory duplicate parts is increasing, VMC armatures, made with preformed coils, duplicate the appearance, wire size, and number of turns of the original equipment. They are remanufactured to factory specifications to give original performance. Eliminate comebacks, increase your profits . . . always NATIONWIDE specify VMC generator armatures to your jobber.

BUY THROUGH YOUR JOBBER

*Ventilated Matched Coils — Carter Coil Company, Atlanta, Ga.

Make Fender Work Quicker, Easier!





ENDER FASTENE





And hend into position

FENDER **FASTENERS**

- · Save you time, money and trouble
- · Easily fitted from OUTSIDE of car body
- · Install entire fender set under I minute

NOW! Replace fenders with ease and speed! You can install FENDER FASTENERS easily in a jiffy before positioning fender! More than pay for themselves in time saved.

FENDER FASTENERS are strong. Rust-resistant too. Fit both 1/2 and 3/4 holes. Standard 1/4 z 4 cap screw. Short enough to use in narrowest dog legs, etc. All purpose . . . replaces ANY anchor nut on car body

Ask your jobber for set of 50 or 100 low-cost FENDER FASTENERS complete with cap screws and washers today. Satisfaction guaranteed. Or tear out and mail this ad to us with your letterhead for literature and FREE SAMPLE!

STECK & SHARP, 1312 Bolander Ave., Dayton 8, Ohio



"Watch me bring him from idle to full acceleration in less than a second."

Yachting and Speaking Mark Texas Meeting

YACHTING and sightseeing trip, as well as other fine entertainment features, will highlight the less serious side of the 34th convention of the Texas Automotive Dealers Association Nov. 2-6 at the Shamrock Hotel in Houston, W. A. "Cap" Williamson, vice-president and manager, said.

A helpful and interesting program of addresses has been arranged, Williamson said.

J. M. Richardson, president of the Houston Automobile Dealers Association, is working with C. P. Simpson, TADA president, to line up committees for the meet-

Highway Disbursements Hit \$4,582,000,000

TAL highway disbursements by all units of government in the United States in 1950 are estimated at \$4,582,000,000 by the U. S. Bureau of Public Roads. In comparison, 1949 disbursements are estimated at \$4,182,000,000.

Because of inflation, trends in dollar expenditures do not accurately indicate trends in accomplishment, the bureau said. While there is no single comprehensive index, the price index for federalaid construction in 1950 was 203.4 per cent of the 1940 base period.

Total receipts for highway purposes by all units of government amounted to \$4,647,000,000 in 1950, the report pointed out.

Eastern Texas Dealers Elect Hiram Harris

HIRAM Harris of Longview has been elected president of the East Texas Automobile Dealers Association. The group formerly was called Gregg County Automobile Dealers Association.

W. R. Yazell of Kilgore is first vice-president, M. B. Laney of Kilgore is second vice-president and Travis Beavers of Longview is secretary-treasurer.

W. J. "Doc" Kissick of Kilgore is past president and ex-officio member of the board. Directors include: Mays Hale, B. F. Dean, W. H. Biesel and Earl Herrin.

Barit Heads Purchasing For Hudson Motor Car

ROBERT Barit has been elected vice-president in charge of purchasing for the Hudson Motor Car Co. He succeeds G. W. Munger, who retired after 32 years.

Barit has been in charge of the purchasing department under Munger's direction for several years with the title of purchasing agent, the announcement stated.





This is the original Lee End which pioneered the market. Write for Bulletin SA or see your jobber.

J. E. Coberly, Jr., Executive Vice-President of J. E. Coberly, Los Angeles, says, "Lee End Lifts help us handle more body and fender jobs at less labor costs. Our men find it easier to work in a standing position and are turning out consistently higher quality work."

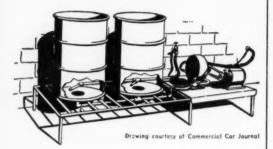
With body and fender, as with all under-car work, Lee End Lifts speed the job, lifting either end of a car more than 4 ft., or to 10 convenient working heights. 3600 lb. capacity. Stores in space 2 ft. sa, Patented Safety Latch. Also available truck model,

AUTOMOTIVE EQUIPMENT MFG. CO.

Formerly Lee Reisig Co.

11000 SO. ALAMEDA ST., LYNWOOD, CALIF.

Make extra prof



with this Home Made Car Washer

HERE'S a setup for sure profits, You wash more cars, trucks, in less time with only half as much material.

All you need is a couple of 55-gallon drums, two 18-inch stands, centrifugal water pump, 1/2-hp motor, pipe, connections-and a supply of Oakite Composition No. 70. You get a high pressure detergent spray that quickly, completely removes road dirt, grease. exhaust and oil films rinses freely . . . leaves surfaces streak-free, uniform-

clean and sparkling.

Detailed drawing . . . in-shop demonstration free on request. Write Oakite Products, Inc., 40B Thames St., New York 6, N. Y.

Prefer hand-washing? Then get this free folder, telling how to do the job with one wash, one rinse - without chamoising. Write today! No obligation.

OAKITE PRODUCTS, INC. 40B Thames Street, NEW YORK 6, N.Y.

Technical Service Representatives in Principal Cities of U. S. & Canada

SPECIALIZED INDUSTRIAL CLEANING MATERIALS . METHODS . SERVICE

"NOW will you remember to install PILOT REPLACEMENT PARTS!"

Pilot offers you a quality line of hydraulic brake cylinders. parts, repair kits and universal joints. Write for complete catalog.





MOTIVE EQUIPMENT MANUFACTURERS, INC., 5253 W Roosevelt, Chicage, III. A HALPERIN INU



In 65 years of research and engineering achievements Robert Bosch GmbH has contributed essentially to the growth of the automotive industry. Today the vast manufacturing program of Robert Bosch GmbH, Stuttgart, Germany, comprises the following products:

ignition units, spark plugs, gens-rators, starters

batteries, headlamps, horns, blinkers, car heaters

BOSCHDiesel fuel injection equipment, air pressure brakes

lubricating pumps, electric tools, condensers, etc.



ROBERT BOSCH GMBH Export Division STUTTGART, GERMANY

STREAK-FREE

BODY WASHING

in less time ...

with less effort.

OAKITE

Standing behind W. A. Toms (left), Southern regional sales manager, and O. L. Carlson, Southern regional service manager, are the Lincoln-Mercary district service representatives who attended a recent meeting in Hapeville, Ga. near Atlanta. They are (l. to r.): C. J. Stremick, Houston; Instructor L. N. Frazier; T. L. Morgan, Dallas; J. A. Brooks, Atlanta; L. B. Thayer, Jaeksonville, and G. A. Linnoss, Memphis.

New Mexico Convention Hears About Controls

GOVERNMENT controls and taxes were the topics receiving the greatest emphasis at the convention of the New Mexico Automotive Dealers Association at the Murray Hotel, Silver City, N. M., Sept. 24-25.

Taxes now make up about onefourth of the cost of a \$2,000 car, Roy H. Appleman, assistant general sales manager of the Chrysler Division, pointed out. Taxes and controls were also

laxes and controls were also discussed by Martin H. Cochran, vice-president, National Tax Research Institute, and James C. Moore, general counsel of NADA. George H. Jones, president of George Jones, Inc., Corpus Christi, Texas, was another speaker.

R. Dean Wait, Ford dealer of Carlsbad, was reelected president of the association. Herbert L. Galles, J1., Albuquerque, was named vice-president and Thomas C. Closson, Santa Fe, was elected secretary-tr-asurer. William Randolph is general manager.

Directors include: Joseph W. DuBois, Jr., Santa Fe; A. E. Thomas, Albuquerque; Leo J. Valdez, Las Cruces; E. Lee Orbison, Las Vegas; John Hall, Jr., Roswell; Tb mas E. Walkey, Silver City; Lorville S. Pickett; F. Howard Lackey, Raton, and Reese Cagle, Clovis.

Meadows of Mills-Morris Dies in Tennessee

R. "Bob" Meadows, vicepresident of Mills-Morris Co., with headquarters in Memphis, Tenn., died October 3.

Meadows had been in the trade for many years and was well known, especially in the Tennessee, Arkansas and Mississippi areas covered by the Mills-Morris main store and branches. He had been associated with the firm for a number of years.



ANNOUNCEMENT TO THE TRADE

It is with great satisfaction and confidence that we announce to jobbers of the Southwestern territory that

GENERAL

Switches For Every Automotive Use

Will now be available throughout that territory, with the services of a widely-experienced sales force and with the complete line available from a warehouse stock, on the premises of and exclusively through the

McCLINTOCK SALES CO., INC.

2631 Commerce St., Dallas, Texas

Service to jobbers has been a principal function of the McClintock Sales Co., Inc., in more than twenty years of representing the manufacturer.

Thus, four decades of experience — actually more than forty years of manufacturing, servicing and selling — are combined in the Southwest behind a line of automotive switches produced under a name that commands respect of the industry.

It has been our privilege to serve the foremost jobbers throughout the country. To continue to maintain their good will is evidence of the quality and dependability of our products, and the fairness of our trade practices.

General Automotive Specialty Co., Inc.

599-603 11th, Ave.

New York, 19, N. Y.





Harry E. Paulsen,
General Manager

CONVENIENCE .

COMFORT .

QUALITY

Superior Design

tells the story

Your customers know a good thing when they see it. And they'll quickly see the extra value in Aero-Seal Hose Clamps. Aero-Seal superiority shows in its design.

Worm drive gives uniform clamping pressure – no chance of leakage. Self-locking feature proof against vibration. Extra long take-up reduces number of sizes and inventory required. Screwdriver and thumb-grip



Loose



- Stainless Steel Bands
- Easy to install
- Use again and again
- Will not loosen
- Costs a little more
- ... pays you a lot more profit.

BREEZE CORPORATIONS, INC.

29 South Sixth St., Newark 7, N.J.



CROFT DP-104

FOR YOUR BEARING MAINTENANCE SERVICE

The CROFT DP-104 pumps lubricants direct from the original 100 lb. container into the bearing, leaving it free from moisture and dirt. No half tilled drums—no transferring of lubricants. Easy to operate. No air pressure to cause moisture or separation. Lead screw follow plate insures 100% efficiency. Lubricates ball or roller bearings 1½° O.D. to 7½° O.D. Other capacity models avoilable.

ASK YOUR JOBBER OR WRITE TO:

William Turk Co.

11070 So. Alameda, Lynwood, Calif.

Mfrs. of CROFT equipment.

Send for catalog showing complete line.



TRAINING

makes the men who "KNOW HOW"!

PRACTICAL SHOP TRAINING in
AUTOMOTIVE MECHANICS
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VETERANS ASK ABOUT GI TRAINING __

Heading up the newly-formed Fleet Superintendents Association of Anlanta, Ga., are (I. to r.): Seated, Red Gordon, Atlanta Transit Co., first vice-president; C. E. Steed, The Motor Convoy, Inc., president; Jimmy Hardy, Complete Auto Transportation Co., second vice-president; M. T. Owens, Great Southern Trucking; standing, O. H. Crowe, Atlanta Gas Light Co.; Charles Nash, Republic Engine Co.; Jimmie Robinson, American Bakeries; B. F. Williams, Atlanta Linen Service, secretary-treasurer, and Charles Wright, Lee Baking Co., assistant secretary-treasurer. The photo was snapped by D. R. "Mac" McCleary of Genuine Parts Co., Atlanta.

Beck Succeeds Ballard

At Sealed Power

EDWIN C. Beck has succeeded J. Howard Ballard as chief engineer of Sealed Power Corp.

Ballard has retired after 15 years as chief engineer. He had been associated with the firm since 1929. He holds numerous patents on piston rings and other automotive products.

Beck joined the company in 1934 as a sales engineer. In 1942 he was named manager of the Detroit office, contacting original-equipment customers. He is a member of the Society of Automotive Engineers.

Price Increases Granted GM and Studebaker

GENERAL Motors Corp. and The Studebaker Corp. will be permitted to increase the wholesale price ceilings of passenger cars under the recent revision of Ceiling Price Regulation 1, the OPS announced last month.

The new prices apply to cars shipped after Sept. 18 by General



Motors and after Sept. 23 by Studebaker. Increases were permitted five days after applications were filed by the companies.

Kentuckians Set '52 Dates

The 1952 convention of the Kentucky Automobile Dealers Association will be held Sept. 14-16 at Cumberland Falls, it has been announced by Lew Ullrich, managing director of the association.

Salary-Increase Steps

The Salary Stabilization Board issued last month its General Salary Stabilization Regulation 3, covering in great detail the procedures by which employers may make salary adjustments for individual employees without having specific approval of the board.

The announcement came too late to include in the article which appears on page 67.

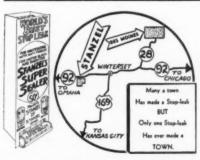


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	Champion Spark Plug Co	From Companying 197	K-l
A	Champion Spark Ping Co	Fram Corporation 135 Friedlander, Jack	
	Champ-Items, Inc *	Friedlander, Jack	Kryion, the168
Aaron Co., Wesley O157	Chaney, William	G	L
Accurate Parts Mfg. Co154	Chefford-Master Mfg. Co *		-
Acme Air Appliance Corp127	Cherry Co., McEwen	Gardner & Meredith165	Laher Battery Prod. Corp 17
A. C. Spark Plug Division	Second Cover, 120	General Automotive Specialty	Lamson & Sessions Co162
(Spark Plugs)18 and 19 Advertising Council	Chevrolet Motor Division101	Co., Inc173	Las-Stick Mfk Co *
Airtex Automotive Corp159	Chrysler Corp. 93	General Elec. Co., (Lamps)130	Lasco Brake Products Corp 17
Ajax Auto Parts Co	Chrysler Corp. (Parts Div.) 21	Gissing, Geo132	Lawson, Abbot. 13
Albertson & Co 27	Clark Co., Henry	Glaser Lead Co., Inc. * Green, Paul B	Leigh, W. M152 Lempeo Products, Inc. 164 and 168
Alemite Division	95, 106, 154	Grizzley Mfg. Co	Libbey, Owens, Perd Glass Co. *
Aluminum Co. of America 9	Cleveland Graphite Bronze Co. 54	Grote Mfg. Co	Lincoln Engineering Co.
American Brakeblok Division *	Cody & Assoc., Dave 104, 156, 161, 175	Guide Lamp Division	Link, H. C 11
American Brake Shoe Co.	Cole-Hersee Co.		Linmar Div170
(Kellogg Div.) 41	Conneil Co., J. S95, 118, 119	Н	Lion Oil Company 81
Ammee Tools, Inc	Cook, R. K.		Lisle Corp182
Ancher Rubber Prod., Inc136	Craft, E. G129	Hart & Foster161	Longdon, J. S 164, 148
Andrews Mfg. Co128	Cree, Herb M. 174	Harvey, John	Lovelady, J. W 149, 162
Anthes Porce Oiler Co146	Cronk, L. T104	Harvey-Merrithew	Lutz, W. O128
Aro Equipment Corp 4 Arrants, W. Y	Crutcher, Dr., Phil S	Hastings Mfg. Co. (Piston Rings) Third Cover	Lynn & Hemphill 128, 129, 157
Arrow Armature Co	Curran Corp169	Heckethorn Mfg. & Supply Co. *	Lyon, W. L162
Atlanta Motive Trades	Curtis Pneumatic Mchy. Div 94	Hein-Werner Corp 8	M
Institute174		Heppe, Fred151	M
Auto Lamp Mfg. Co139	D	Herbrand Division 96	Manley Valve Corp .
Auto-Lite Battery Corp. 46 and 47		Hershey, Maxim102	Marquette Mfg. Co 60
Auto Specialties Mfg. Co 156	Daniel, John	Hirsig & Co., Lawrence M.	Marshall Eclipse Division
Automatic Steel Products, Inc. 170	Darling Bros129	14, 89, 99, 118, 119, 128, 135, 170	Martin-Senour Co
Automotive Equip. Mfg. Co171	Davis, John W	Hirsig-Frazer	Maupin, Frank E135
Automotive Mfg. Co., Inc174	Delco-Remy Division *	99, 120, 126, 159, 163, 169	McClintock Sales Co.
Automotive Sales Co17, 97	Detroit Aluminum & Brass	Hollingshead Corp., R. M.	124. 127, 131, 173
	Corp. 118 and 119	(Whiz Automotive Div.)	McCord Corporation 2
В	Dickey, Robert O104, 117, 155	40	McDermott and Tighe164, 168
	Podge Division109	Hotel Claridge	McDonald & McPherson
Badger Tool & Mfg. Co184	Do-Ray Lamp Co124	Hotel Tuller 174 Huber, & Sons Jerry 162	Co. 26, 126 McQuay-Norris Mrg.
Baker, Wm158	Cowney & Co., Herman J *	Hygrade Prod. Co	Co 140 and 141
Barringer, F. D. 172	Furkee-Atwood CoSecond Cover	Hygrade Fron. Co.	Megginson-Austin Co149
Bear Mfg. Co			Mercer & Son, C. L
Beard, Earl160	E	•	Metal Engineering Co
Belden Mfg. Co 9	TO 11 TO 17	Imperial Brass Mfg. Co138	Miller Mfg Co
Bendix Products Div	Ebeling, P. H.	Ingersoll-Rand Co 4 and 5	Monkey Grip Sales Co160
Better Monkey Grip Co160	Ebert Co., Earl H. Second Cover Echlin Mfg. Co.		Monroe Auto Equipment Co *
Binks Mfg. Co120	Edwards-Dennis Co 89, 106	J	Moog Industries Inc. 9
Black, R. S	Eis Automotive Corp.	Jackson, Jr., S. J	Moraine Products Division 6
Black & Decker Mfg. Co 15	Eisenberg, Max124	Jarrett Co., Cecil H104	Morley, Chas. C160
Blackhawk Mfg. Co. 48	Electric Auto-Lite Co.	Jayne, Albert	Mosher, W. A149
Boehm, Phil	(Merchandizing Div.)	Jolly Sales Co., John T 126	Motive Equipmens Mfg. Co.
Bosch, Robert172	52, 58, 110, 111	Jones, Stafford	Inc172
Bower Roller Bearing Co.,	(Parts & Service Div.) 99		Motor Parts Wa-house159 Murphy, Harry R152
Div 49	Electric Storage Battery Co.	K	mulphy, Harry R
Bowes "Seal Fast" Corp *	22 and 23	14	N
Breeze Corporation, Inc 174	Emmerson, A. A	K-D Mfg. Company *	**
brogan Co., Frank 134, 146	Estes Co., Joe L	Kaple, Bert 151, 153	National Automobile Dealers
Buettner, C. M160	Etherton, W. L. 151, 153 Ethyl Corp. •	Katz & Associates, Warren166	Used Car Guid Co142
Buick Meter Division	activi Corp.	Keen, C. Guy 26, 104, 175	National Automouve Parts
Burd Piston Ring Co172	E	Keller, F. J.	Assn107
Burk, B. B *	r	Second Cover, 132, 151	National Machine Works106
Butler, S. E		Kellogg Division	National Motor bearing Co.,
Butz, Sidney	F & B Mfg. Company 97	American Brake Shoe Co 41	Inc. 30
Buxbaum Co 129	Farm & Ranch Publishing Co. 178	Kelsey Hayes Wheel Co 39	Nevins, W. W. 129
	Federal-Mogul Service 31 Federated Mutual Implement	Kester Solder Company165	New Britain Macn. Co
C	& Hardware Insurance Co105	Kidder, Martin167	Niehoff & Company, C. E
	Felt Products Mfg. Co	Kimble Glass Division108	Norton, K. W. 51 Nowlin, Frank •
Caphton & McEvoy 8	Field, Edward	Kirkwood, Wm. J.	downin, Frank
Casco Prod. Corp 99	Fike, Elwyn E152	Klier Co., G. W	0
Case-Davison Co	Fike, W. E	Kline, B. A	-
Casite Division 3	Fitzgerald Mfg. Company 12	Kline, Pete175	Oakite Products, inc172
Cello Products Co 38	Ford Motor Co	Kneavel, W. S	Oldsmobile Division
Champion Laboratories, Inc. *	Fowler, Fred	Koppers Co., (Piston Ring	Owatonna Too- Co122
Champion Pneumatic Mchy. Co. 153	Fox Products Co	Div.)*	Owen, J. C

INDEX

The Advertiser's Index is published as a convenience, and not as a part of the advertising contract. Every cure will be taken to Index correctly. No allowance will be made for errors or failure to insert.

P	Storm Vulcan Mfg. Co. *	
P & D M/g Co	Strausz, C. Y	
	Studebaker Corp. 87	
Packard Electric Division	Sun Electric Corp10	
Pennzoil Company 98	Sunnen Products Co., Inc 20	
Perfect Circle Corp Front Cover	Superior Screw & Mfg. Co., Inc.	
Perfect Equip. Co	Swamman, M. H162, 163	
Perfect Parts, Inc.	T	
Perfection Gear Co	•	
Permatex Co., Inc	Tate, J. R 161	
Perry Co., Tom S	Tatum, C. C	
Peterson Welding Laboratories,	Taylor Bros. 8	
Ing	Texas Company44	
Phillips Pump & Tank Co147	Thermoid Co7 and 150	
	Tide Water Associated Oil Co. 121	
Planet Metal Products Corp102	Timken Roller Bearing Co 56	
Pong, John R	Tincher Prod. Co	
Polansky, Max	Tobin-Arn Mfg Co. 152	
Pyroil Co. 126	Tobin-Arp Mfg. Co	
1 y 1011 Co	Trico Products Corp 25	
0	Tung-Sol Electric, Inc 96	
*	Turk Company, William174	
Quaker State Oil Refining	Tuthill Spring Co	
Corp16	Tuttle Co., L. D 148, 170	
	U	
R		
Rager Co., R. L	United Motors Service *	
Rajah Company170	United States Tressury *	
Ramage Corn Fourth Cover	M	
Rankin, J. W	٧	
Raskin, David	W M C Destrois Inc. 180	
Raybestos Division-	V. M. C. Products, Inc170 Vaughn, B. M	
Raybestow-Manhattan, Inc 35	Vogel, Walter F153	
Reeves, Bert	Voit Rubber Corp	
Reeves, Bert	von stander cospi	
Rinshed-Mason Co 50	W	
RiteSet Mfg. Co	**	
Roberts, Geo. H	Wadsworth, Jr., F. L. *	
Rochester Products Division *	Wagner Electric Corp 45	
Rogers, Buddy 164, 168	Walker, A. J	
Rogers, H. N *	Walker Mfg. Co 144 and 145	
Rowan, P. W °	Wallace, Stanley K124	
Russell, H. E	Ware, E. F	
Russell, Ralph E. *	Warner-Patterson Co157	
Rust Master Chemical Corp 89	Warwick Laboratories Co *	
S	Ways, A. A 11	
2	Weaver Manufacturing Co *	
D-1 B F 120	Westinghouse Air Brake Co143	
Salmon, R. K	Whaley, H. A	
Santay Corporation		
Sealed Powder Corp 58	Co. 36 and 37 Willcutts, F. D. 12	
Sexton C. F172	Williams, Frank H.	
Shipp-Payne 51, 89, 106	97, 127, 146, 160	
Shirey, Wm. H171	Williams, N. A 149, 162	
Shurhit Products, Inc *	Williams, W. T.	
Sierk, Herbert172	Williams & Co., J. H	
Signal-Stat Corporation *	Wilson, L. A	
Skilsaw, Inc 42 and 43	Wilson-Bridges	
Smith, Don132	Winona Tool Mfg. Co158	
Snap-On Tools Corp "	Wix Accessories Corp 26	
Snap-On Tools Corp	Wixon, Earl M *	
Southern Friction Materials Co. 175	Wixson, Ronald H *	
Southern Sales Co.	World Bestos Corp28 and 29	
151, 153, 164, 168	Wudel Mfg. Co., Edmund J170	
Sparkler Mfg. Co115	Y	
Sparks-Withington Co177		
Sparks-Withington Co	Yankee Metal Prod. Corp 51	
Sproul, Matt		
Standard Factories, Inc175	Z	
Standard Motor Products122 Steck & Sharp170	Vank Dates I	
overs as onerp	Zack, Peter J161	
Stewart-Warner Mfg. Co 24	Zink Corp., Howard 55	



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